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Editor

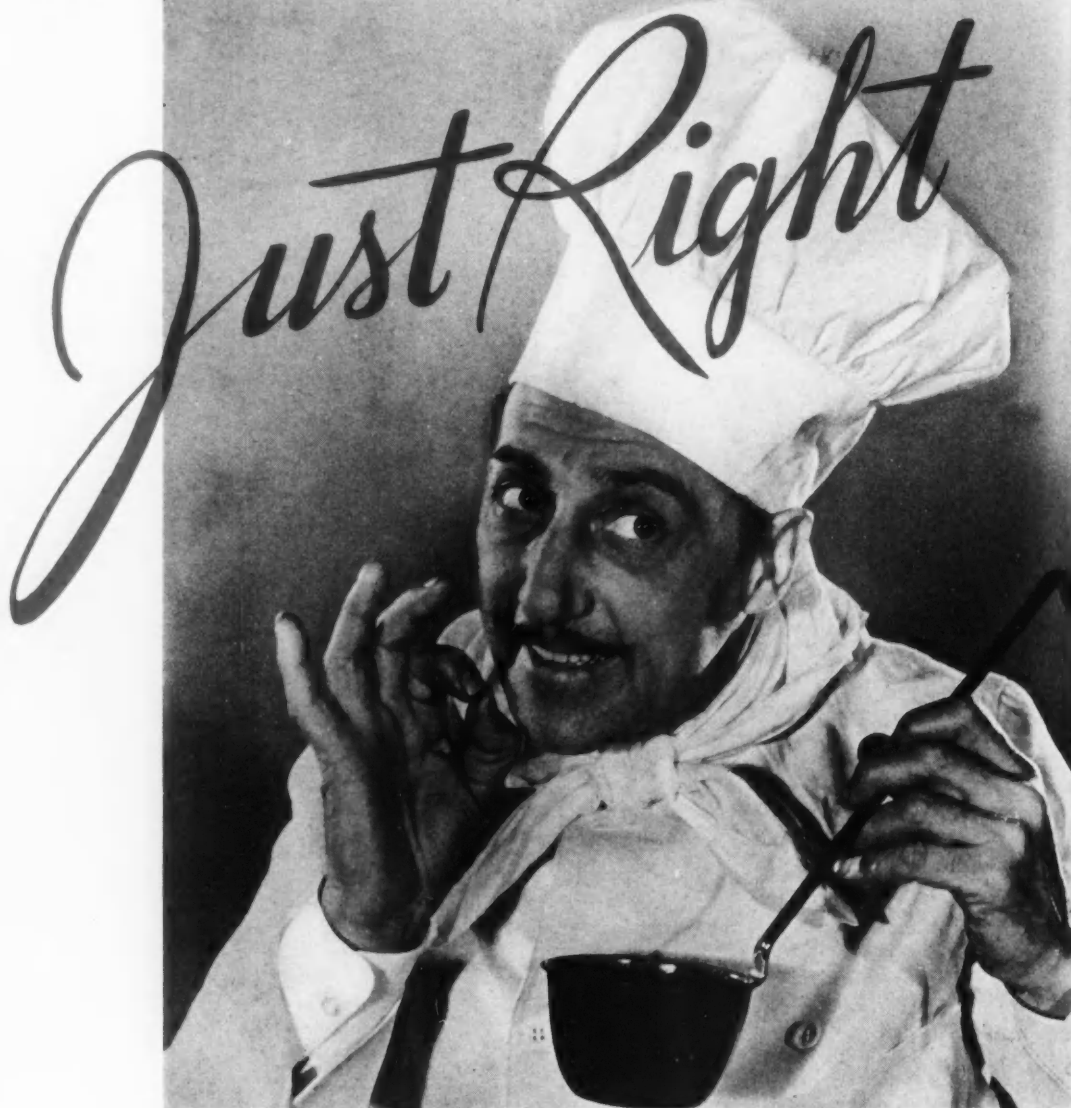
MAISON G. DE NAVARRE, PhC., B.S.
Technical Editor

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desiderata

Comment on interesting new chemical developments and their application to cosmetics and toiletries

by MAISON G. DENAVARRE

NEW PRESERVATIVE

Another preservative that also can be used in food products is being offered for use on the basis of 1 fluid ounce per 125 pounds of finished goods. This preservative contains dichloroacetic acid among other ingredients. It is tasteless. It is used in acid products to prevent lactic and alcoholic fermentation and growth of yeast bacteria.

SPECIAL BENTONITE

If you ever have made a bentonite gel, you know what a mess the thing is. It clumps and swells and makes a lot of work. The big producer of bentonite now is offering a quick swelling and easily dispersed variety which is mined in the Black Hills. It is a material with many unique properties. Just sprinkle onto water, the material wets easily and becomes dispersed. The gels resulting from this type of bentonite do not have quite the gelling properties of ordinary bentonite, hence it may take a little more of this new material in working up your regular formula.

ANTIPERSPIRANT

With the results of the law suit between two companies now a matter of fact (one of which owned a patent using urea in aluminum salt type antiperspirants as a buffer), it is apparent that anyone now can use this idea in making an antiperspirant that doesn't rot clothes. There are other patents on similar materials and one wonders how these patents will fare as a result of the aforementioned court verdict.

WINE FOR ALCOHOL

Wine can be used in some instances as a replacement for alcohol, if the acidity



and total solids have no effect. Such wine is reasonably cheap, can be had in a light color, fine aroma, low in tannin with about 14 per cent of alcohol. Some pharmaceutical manufacturers have found it very useful.

COSMETIC CURTAILMENT ORDER

The lightning has struck! Let's hope it doesn't strike a second time, the first was bad enough. Everyone has seen the WPB order by now. Probably all who have seen it are very confused. Confusion will reign supreme for a while until all the loose ends are evened off.

The main thing to remember is that the WPB *intends* this order to be a *limitation* order, first and last. And while there is an "appeal" possible under the hardships clause, chances of getting much help from this score are almost as scarce as hen's teeth, especially if the product in question is not on list one. Basic considerations for an appeal are, whether or not the product is an essential one and, more so, whether or not it is made from critical materials.

Another headache is the "base period." If you sold a product only during 1942, you have to withdraw that product since 1941 is the base period—and you didn't sell in 1941. Here again you can appeal for a base period. Best known product affected by this base

period is the cosmetic stocking. Most brands saw the light of day in 1942, hence had no base period on which to work. However, some WPB action probably will be taken shortly on this kind of product and the status of cosmetic stockings or leg make-up will be clarified.

The curtailment order does not stop the *development* of new products. It prevents you from *adding* new products to the present line. Thus you can devise a new cleansing cream to replace a cleansing cream already in your line, particularly, if the new product takes fewer or no critical materials. The same goes for other products.

There is no clarification regarding stocks of completed toiletries made for the first time in 1942, and while these have not been frozen by law, their future also will have to be determined soon for, above all, WPB doesn't want to waste any materials whatsoever. The same goes for products planned and ready to have been made just prior to the effective date of the order. Relief under the *appeal clause* can be requested.


PAPER TOOTH POWDER CANS

Why shouldn't it be possible to make a tooth powder can from specially treated paper entirely, except for a small pour lip such as is found on salt boxes? The pour lip can be made of metal or plastic. The small lip could be cut from scrap sheeting. How about it, Mr. Can Man?

METHYL CELLULOSE INTERNALLY

The use of methyl cellulose internally has been okayed recently for internal preparations such as flavor emulsions. The okay came in a fashion characteristic of the FDA in that it found no objection to the use of methyl cellulose in certain concentrations mentioned in the *new drug* application made by the prime producer of the material. This opens up vast new fields of enterprise. It also makes it much easier to use the material in all kinds of toiletries without any qualms of conscience.

In liquid stockings, toothpaste, shaving cream, lotions and numerous products, a little methyl cellulose does a lot



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experiment...is producing
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of good. The main point to remember in using it is that it is dispersed in hot water to break up clumps, but it goes into solution only in the cold. In fact, putting the dispersion in the ice box for a few hours produces a nice mucilage.

REPLACEMENTS BULLETIN

Just off the fire after months of preparation is the new Replacements Bulletin, available free to subscribers upon request. Many dollars worth of valuable information is free for the asking. Just write in on your letterhead and if you are a subscriber you can get it free. It is an encyclopedia on straight chemical and specialty and trade-named materials, giving the substitute material or replacement together with the names of the various suppliers.

CHANGE-OVER TO WAR WORK

Last month I made some suggestions about items for war which could be made in cosmetic factories. Here are some more:

Those manufacturers equipped with good tool shops unquestionably can get some small work that is required either in low or high production quantities. It is all a matter of ingenuity and knowing what you can do with what you have and what is required. To find out what is required, you had best visit with your local branch of the WPB. There may not be much that you are equipped to make but every little bit helps.

Concentrates of salts with which to make products replacing rubbing alcohol might have considerable use in hospitals associated with the armed forces. Blackout paints of fluorescent character are not much different from nail enamel. Transparent lacquers to render glass shatter-proof are in the same category. With minor adjustments, you may be able to make a dehydrated food or some food product going directly to the armed forces, especially if you are located in certain food-producing areas. These are just a few thoughts worth investigating.

QUOTAS FOR RESTRICTED SPICES

Industrial receivers of restricted spices, including food processors and manufacturers of medicines, have been directed to compute their 1942 monthly spice quotas on the basis of the average monthly amount of spices they used in the corresponding quarter of 1941, in accordance with Amendment No. 1 to Conservation Order M-127, and in Order M-127-A as amended, issued by the Director of Industry Operations. Spices restricted in the order include black and white pepper, pimento, cassia, cloves, ginger, nutmeg, and mace.

QUESTIONS & ANSWERS

399. USING SOYBEAN PROTEIN

Q: Can you suggest any uses for soybean protein in cosmetic preparations? L.I., Mass.

A: Soybean protein has properties similar to casein. In other words, it is a thickening agent and emulsifier and can be used wherever such properties are required.

400. WATER SOLUBLE RESINS

Q: In your reply to question No. 388, reference is made to the use of water soluble resins in hand protective creams. In this you refer to hexitol borate as a suggested material. We would like to know the source of these materials. F.A., Ohio.

A: The hexitol borate referred to was either mannitol or sorbitol borate. Other water soluble resins of which there is quite a group likewise may be used. Some are borophosphates and others are of unknown composition. The name of the supplier has been sent to you under separate cover.

401. MAKING A DEODORANT

Q: In your section on "Questions & Answers," I have noticed that you give much valuable information upon request. I am enclosing a formula for a vanishing cream and would like to incorporate some aluminum sulfate into it so that it may be a deodorant. Please tell me the amount to use and the manner in which it should be incorporated to give the best results. R.C., Ariz.

A: It is impossible to incorporate aluminum sulfate in your present formula which is nothing more than an ordinary vanishing cream. You will have to use an entirely different type of emulsifier, one that is often times labeled an "acid stable emulsifier." The amount of aluminum sulfate needed will vary with the effect you want. From 10 to 25 per cent has been used. In creams made with acid stable emulsifiers, it is best to add the aluminum sulfate after the cream has been cooled and to slowly work it in. The whole mixture is

then passed through an ointment mill. Inasmuch as many of these acid stable emulsifiers no longer are available, we suggest that you refer to the Replacements bulletin just published by THE AMERICAN PERFUMER for other emulsifiers which might be used for this.

402. INSECT REPELLENT

Q: Could you give us a formula for an insect repellent to be applied to the skin in cream form? I.D., Manit.

A: Citronella and certain other essential oils are the common ingredients of insect repellent preparations. In addition to being difficult to obtain, most of these materials were not very effective. There are several suppliers of specialties that are excellent repellents and we suggest that you use these materials and work them up into a vanishing cream, based on a polyhydroxy stearate, such as glyceryl monostearate or propylene glycol monostearate. Volatile solvent solutions of the repellent also can be used. The names of the suppliers of such proprietary materials are being sent to you under separate cover.

403. BARBERS' TALCUM

Q: We would greatly appreciate it if you could send us a good formula for the manufacture of barbers flesh colored talcum, also the names of the suppliers for the materials used to manufacture this item. B.O., Wis.

A: You can make a satisfactory barbers talcum by mixing from 2 to 5 per cent of zinc stearate with enough ordinary talc of good quality to which a sufficient amount of certified color lake and perfume has been added. The equipment required would be a powder mixer, a sifter and a filling machine. The sifting machine can be replaced by a pulverizer. It goes without saying that you will require scales and other sundry equipment associated with ordinary manufacture. The suppliers of all these advertise in THE AMERICAN PERFUMER.

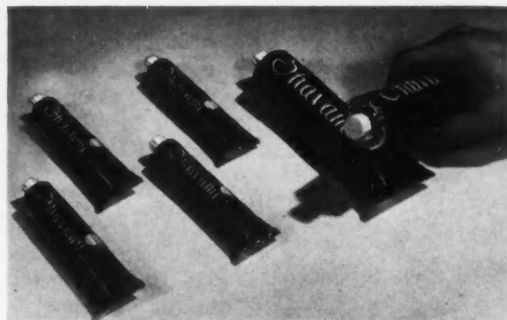


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COMMENT

How many manufacturers of toilet goods are there in the U. S.?

How many manufacturers of toilet articles are there in the United States? The 1939 census lists 539 which do an annual volume of business of over \$5,000 but it seems that these figures do not include companies which manufacture certain toiletries but whose main line is manufacturing something else such as soap, pharmaceuticals or household products. The War Production Board in releasing L-171 stated "Some 3,200 concerns which did a business of \$200,000,000 (factory sales value) in 1941 are affected by the order." Just how the number 3,200 was obtained is not clear. The actual number of manufacturers of toilet goods probably lies between 3,200 and 539. The former seems too high and the latter too low.

However much anyone may regret it, in the light of such figures it is understandable why the government is reluctant to accept either the Toilet Goods Assn. which has 176 active members, or any other association as spokesman for the industry. Even adding up the active members in other associations of manufacturers in the trade, it is evident that hundreds of companies, large, medium-sized and small are not identified with any of them. Whatever the reasons for this may be, the situation is to be deplored.

Write to War Production Board about problems under limitation order

The hundreds of manufacturers of toilet articles who are not identified with any association, those who are identified with associations and all others whose livelihood depends on the functioning of the toilet goods industry, look to the Toiletries and Cosmetic Branch of WPB and the Advisory Committee for the Toiletries and Cosmetic Industry to protect the interests of all.

The advisory committee is made up of executives of experience in the cosmetic industry in various parts of the country. The members are Joseph A. Danilek, Ralph L. Evans, Davis Factor, Manning O'Connor, John W. Smith, Paul H. Douglas, E. W. Golden, Jr., Jule Gordon, Joseph D. Nelson, John H. Wallace, Jr., Northam Warren and J. E. Wiedhopf. C. A. Willard, chief of the Toiletries and Cosmetic Branch



of the War Production Board, is the government presiding officer for the committee. As Mr. Willard has never been identified directly with the cosmetic industry he is free to make decisions for the best interests of the industry as a whole. He has shown in various ways his eagerness to cooperate fully with the industry; and while the needs of the government necessarily come first, it may be stated that means are likely to be found to solve some of the industry's more pressing problems under the limitation order.

The Toiletries and Cosmetic Branch of the War Production Board encourages all in the industry seeking information and rulings with respect to WPB orders and regulations and with respect to Branch policy to submit their requests in writing. If you do not clearly understand any point in the limitation order or if you feel that a particular hardship will be imposed on you by the literal interpretation of any section, write direct to the War Production Board, Ref: L-171, Washington, D. C. If enough manufacturers who are confronted with the same problems accept this cooperation in the spirit in which it is offered it is probable that relief will be forthcoming in legitimate cases of hardship. The Branch has promised to give earnest consideration to any appeals. It alone is the final authority in any case. It alone can give the absolutely correct answers to your inquiries. Feel free to write to it. Your letter will be answered frankly, courteously, promptly and accurately.

Purpose of cosmetic limitation order not fully understood

A summary of the cosmetic limitation order L-171 is given elsewhere in this issue, and the latest data on it will be found under the News from Washington. The outright ban on new products and the selection of the calendar year 1941 instead of a fiscal year ending July 1, 1942 as the base period for the limitation of the amount of certain cosmetics that may be manufactured and sold caused the most criticism. In the light of the industry's wholehearted effort to avoid the use of critical materials, both in making cosmetics and in containers, it was difficult for many to understand how the order from the standpoint of saving critical materials, or labor would contribute to the war effort. Even the matter of transportation savings was debated. It was however recognised that broader purposes might have influenced the board in restricting the amount of products that may be manufactured and sold.

Longest trial in history over monopoly charge

The longest legal trial in history in which the corporate life of the Aluminum Co. of America throughout its more than 50 years of existence was thoroughly probed came to a close with the decision of the U. S. District Court for the Southern District of New York in favor of the defendants on all counts. It was a suit under the Sherman anti-trust law.

Some idea of the magnitude of the case may be had from the following facts: The government filed suit, April 23, 1937. The actual trial began June 1, 1938. The final written decision of the court was filed March 12, 1942. The actual trial of the case required 26½ months. Testimony in the case filled 40,708 pages. The 1,803 exhibits filled another 4,787 printed pages. There were 155 witnesses. The final opinion of the court took up 214 printed pages.

While reading the various facts brought out in the carefully considered opinion of the court, one is impressed with the size and power of a great, well organized corporation, whose assets equal those of some of our states; and of the vital role such an institution plays in the economic and social welfare of the nation.

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SALE OF NEW PRODUCTS BANNED BY L-171

Cosmetic limitation order fixes year 1941 as base period for allowable amount of production of cosmetics using critical materials . . . Features of the order

APPREHENSION that Government Limitation Order L-171 covering cosmetics and toiletries, issued by the War Production Board July 17, may be just the first step towards further curtailment of the industry was expressed throughout the country. Whether or not further limitations will be imposed on the industry depends on the scarcity of critical materials employed by the industry in the manufacture of cosmetics and containers, on the extent to which transportation facilities are affected by the shipment of cosmetics and on the labor situation.

L-171 consists of a basic enabling order and two schedules. Schedule I classifies all cosmetics into three lists and specifies the production or sales permitted for each classification. The lists follow:

List 1. *Containing no critical material.* Unlimited production as to quantity and number of marketable units is permitted.

Baby Powder (containing no zinc or titanium oxide).
Eye Wash (containing no organic materials).
Shaving Cream, soap or liquid (containing no coconut oil, alcohol or added glycerin).
Soap Shampoo (containing no coconut oil, alcohol or added glycerin).
Talcum Powder (containing no zinc or titanium oxide).
Tooth Cleanser, liquid, paste & powder (containing no alcohol, glycerin, coconut oil derivatives, or wetting agents).

List 2. *Containing some critical material.* Manufacturers are permitted to make 100 per cent of the 1941 production in quantity but must not use more than 90 per cent of the 1941 marketable units. This lower percentage of marketable units is to encourage manufacturers to use larger containers so as to save container material. All of the items in List 1 are also found in List 2. There-

fore, it is to the advantage of manufacturers to produce those particular items which are also in List 2 without the use of critical materials so as to qualify for unlimited production under List 1. List 2 includes theatrical makeup including all toiletries used on the stage and in motion picture production.

Baby Powder (containing zinc or titanium oxide).
Bath Salts.
Brilliantine.
Cleansing Cream.
Cleansing Lotion (non-alcoholic).
Cologne.
Compact for wet application.
Cosmetic Stockings.
Cuticle Softener (containing no sulfonated oils).
Deodorant & Anti-perspirant.
Depilatory.
Eyebrow Pencil.
Eyeshadow.
Eye Wash (containing organic materials).
Face & Hand Lotion.
Face Pack.
Face Powder.
Hair Dye & Tint.
Hair Lotion (non-alcoholic).
Hair Oil.
Hair Pomade.
Hair Rinse.
Hair Straightener.
Lip Pomade.
Lipstick.
Lubricating Cream.
Mascara.
Nail Polish Paste (containing no tin oxide).
Nail Polish Powder (containing no tin oxide).
Perfume.
Permanent Waving Lotion.
Powder, cream paste & liquid (including Blemish Concealer).
Protective Cream.
Rouge.
Shampoo (containing coconut oil, alcohol or added glycerin).

Shaving Cream, soap or liquid (containing coconut oil, alcohol or added glycerin).
 Suntan Preparation.
 Theatrical Makeup.
 Toilet Powder (including after-shave, bath, body, dusting & sachet powder, and talcum powder containing zinc or titanium oxide).
 Toilet Water.
 Tooth Cleanser (containing alcohol, glycerin, coconut oil derivatives, or wetting agents).
 Waveset.

List 3. Contains more critical material. Manufacturers are permitted 80 per cent of the 1941 production in quantity but are limited to 72 per cent of the 1941 marketable units. Where a cosmetic appears in both List 2 and 3, such as a cleansing cream or a cuticle softener, a manufacturer may not produce or sell more of such product than the quantity permitted for List 2 products. Thus, he could produce up to 80 per cent of his 1941 production of cleansing lotion containing alcohol (a List 3 product) and then 20 per cent of non-alcoholic lotion (a List 2 product). He could not produce or sell 100 per cent of non-alcoholic cleansing lotion and 80 per cent alcoholic lotion.

After-shave Lotion.
 Astringent.
 Bath Milk.
 Bath Oil.
 Bleach Cream & Lotion (including Freckle Remover).
 Body Rub.
 Bubble Bath.
 Cleansing Lotion (alcoholic).
 Cuticle Softener (containing sulfonated oils).
 Eyelash Curler.
 Hair Lacquer.
 Hair Lotion (alcoholic).
 Lash & Brow Dye.
 Liquid Lip Color.
 Mouth Wash.
 Nail Bleach.
 Nail Enamel.
 Nail Enamel Remover.
 Nail Polish Paste (containing tin oxide).
 Nail Polish Powder (containing tin oxide).
 Plucking Cream.
 Skin Freshener.
 Tooth Whitener.
 Any other toiletry or cosmetic product not included in Lists 1 and 2 above.

SALE OF NEW PRODUCTS PROHIBITED

Schedule I also prohibits the manufacture or sales of new products that have not been manufactured commercially and offered for sale during the year immediately preceding the issuance of the order. (As yet what constitutes a "new product" under this schedule has not been defined.) The general restrictions as given in the order follow:

(1) No person shall, under his name or brand, produce, cause to be produced, or sell during the 365-day period immediately following the date of the issuance of this schedule, a larger total quantity by weight (in the case of solids or semi-solids) or volume (in the case of liquids) or a larger total number of market-

able units of any toiletry or cosmetic product coming within the classifications named in Lists 1, 2 and 3, attached to this schedule, than is permitted below:

Permitted production or sales (Quantity)	Permitted production or sales (Marketable units)
List 1—No limitation	No limitation
List 2—100% of 1941 quantity	90% of 1941 quantity
List 3—80% of 1941 quantity	72% of 1941 quantity

In any case where a toiletry or cosmetic product comes within a classification named in both List 2 and List 3, neither the total production nor sales of such product shall under any circumstances exceed the amounts permitted by List 2.

(2) Except as specifically authorized by the Director General for Operations, after the date of issuance of this schedule, no person shall, under his name or brand, produce, cause to be produced, or sell any toiletry or cosmetic product which had not been manufactured in a commercial batch and offered for sale or otherwise marketed by him during the 365 days period immediately prior to the date of issuance of this schedule: *Provided, however, That nothing contained herein shall be construed to prohibit the substitution of a non-critical material for a critical material in any toiletry or cosmetic product.*

MARKETABLE UNIT

A marketable unit means any single jar, bottle, tube, holder or other container containing a toiletry or cosmetic product which is suitable for marketing.

THREE COSMETIC; FOUR PERFUME SIZES

Schedule II limits each toiletry or cosmetic, except perfume, to not more than three consumer sizes of containers. Each odor of perfume is permitted four consumer sizes. The number of sizes for professional or service users is also restricted. The official text follows:

Subject to the restrictions of Schedule I:

(1) No person shall, under his name or brand, pack or cause to be packed any toiletry or cosmetic product (other than perfume) in more than three different consumer sizes of containers.

(2) No person shall, under his name or brand, pack or cause to be packed any odor of perfume in more than four different consumer sizes of containers.

(3) Any person who, during the 365-day period immediately prior to the date of this schedule, under his name or brand, packed or caused to be packed any toiletry or cosmetic product in fewer than the number of containers permitted by subparagraphs (1) and (2) of this paragraph (b), may, under his name or brand, pack or cause to be packed one additional consumer size of container, provided that it is larger in volume than the size or sizes packed during such period.

(4) No person shall, under his name or brand, pack or cause to be packed for the professional or service user, any toiletry or cosmetic product in more than two (or, in the case of permanent waving lotions, three) different sizes of containers containing 1 gal. or less (in the case of liquids) or 5 lbs. or less (in the case of solids or semi-solids), plus any bulk size or sizes of containers containing more than the

amounts specified above which such person, under his name or brand, packed or caused to be packed, prior to the date of this schedule; provided, however, that in any case where a person, under his name or brand, packed or caused to be packed fewer than the permitted number of sizes during the 365-day period immediately prior to the date of this schedule, he shall be prohibited from adding any other professional or service size. A stand- or dispensing-bottle may be used in addition to the sizes permitted by this subparagraph (4).

Applicability of restrictions. The restrictions of this schedule shall not be construed to prohibit a person from using containers which were in his stock or which had been manufactured on his order before the date of this schedule.

EFFECT OF PRIORITIES

It is provided that any provisions of the order shall be paramount over an inconsistent provision of Priorities Regulation No. 1. Otherwise the order and any schedule or transaction are subject to the provisions of the priorities regulation.

RECORDS TO BE KEPT

All affected by the order or schedules must keep and preserve for not less than two years accurate and complete records concerning inventories, production and sales and shall also preserve any other records which may be required by any schedule.

COMMUNICATIONS TO WAR BOARD

All reports required to be filed and all communications concerning Limitation Order L-171 or any schedule shall unless otherwise directed be addressed to the War Production Board, Toiletries and Cosmetic Branch, Washington, D. C., Ref: L-171.

APPEALS AND HOW THEY ARE MADE

Any person affected by the order or schedules who considers that compliance therewith would work an exceptional and unreasonable hardship upon him or that it would result in a serious problem of unemployment in the community or that compliance with the order or schedule would disrupt or impair a program of conversion from non-defense to defense work may apply for relief by addressing a letter to the War Production Board (Ref L-171) setting forth the pertinent facts and the reasons why such person considers that he is entitled to relief. The Director General for Operations may then take such action as he deems appropriate.

VIOLATIONS AND PENALTIES

Any person who wilfully violates any provision of the order or any schedule or who wilfully conceals a material fact or furnishes false information to any department or agency of the United States is guilty of a crime and on conviction may be punished by fine or imprisonment. In addition any such person may be prohibited from making or obtaining further deliveries of, or from processing or using, material under priority control and may be deprived of priorities assistance.

Make-up for Soldiers

THE blacked face is no novelty to any soldier of the last war who has taken part in a night raid, but the odd thing is that in this war, when personal camouflage is being taught to nearly 1,750,000 home guards as well as to the regular army, no aid has been forthcoming from the cosmetic industry on a subject on which the make-up specialist presumably has ideas to contribute, observes the *Manufacturing Chemist* of London, England.

No one, apparently, has anything better than burned cork to suggest for face-blackening; "blanco" is said to have been used by commandos, though it is suspect for its reputed arsenic content; and—believe it or not—instructors at official schools diffidently but definitely recommend cow-dung for the purpose.

Cosmetic manufacturers surely should be able to produce a non-injurious, non-irritating, easily applied pencil which would save our full-time and spare-time soldiers from recourse to such nauseous practices. What is wanted is a substance so innocuous that it could be applied to the very eyelids without causing serious distress, and which would adhere in spite of sweat.

The preparation also would be needed for use on hands and neck. If the kit included a hand mirror to enable each man to apply his own make-up this would possibly be a merit, though there is of course more in the art of personal camouflage than a mere wholesale smearing of the face. Another urgent need is a means of temporarily staining the teeth.

New Hand Lotion

A NEW glycerine-containing hand lotion for dermatological use is described by Dr. A. E. Schiller of Detroit (*Arch. Dermatol. & Syphilol.* 45:153, 1942) as "one of the best I have ever used." Dr. Schiller tried this preparation following a suggestion made by Professor G. A. Bergey of West Virginia University. The formula for the lotion is:

Stearic acid	1.75 Gm.
Glycerine	1.00 cc.
Cholesterol	0.50 Gm.
Cetyl alcohol	0.50 Gm.
Triethanolamine	0.15 cc.
Alcohol (15%) to make	100.00 cc.

Allow the stearic acid and the triethanolamine to react until the reaction is complete (about 20 minutes). Add the cholesterol, cetyl alcohol and glycerine (which must have been brought to the same temperature as the other ingredients), and when this mixture is melted, gradually stir in the 15% alcohol (also warmed to the same temperature). Stir till cool. Perfume as desired.

The value of this lotion lies in the fact that the emulsion is permanent without any tendency to break down. In addition, the lotion will take a variety of dermatologically important medicaments such as calamine, zinc oxide, kaolin, phenol, salicylic acid, boric acid and any of the alkalis within reason.

Short Adages

by R. O'MATTICK

Vacation Note: The plans of your humble scrivener included a month's respite from work on this column by having the editor note for August: "As R. O'Mattick is on vacation we have secured the services and talents of Clifton Fadiman, Westbrook Pegler and Leonard Lyons to run **SHORT ADAGES** during his absence." However, the publisher insists that neither these three together, nor any three for that matter, could pinch-hit for us and *Strange As It May Seem* the publisher is still Boss and we are still in an humid office of this hot city at a hard desk while under shade trees, sipping scotch and soda or whatever they sip, our readers are reading **THE AMERICAN PERFUMER** or whatever they read.

* * *

Golf Note: What was called Customer's Golf may well be called Supplier's Golf. At the last BIMS turnout we saw an important buyer of raw materials, a skilled golfer, dig up raw earth to have a supplier catch up with him. Unless the shipment of 200 lbs. vanillin ex eugenol wasn't made promptly we are mistaken. Also noted was increased concentration on the game. There being not too much of business to discuss, nearly all strokes were at least a swing better than usual.

* * *

Meeting Note: Talk of regular monthly meetings for the TGA has produced this thought in the mind of Pat Chouli: **THE AMERICAN PERFUMER** comes out every month, so, too, this column and the rent, gas and electric bills, also the phone bill.

* * *

Repair Note: For the following, and his veracity is no less than that of any teller of tall tales, we have the word of Otto Stock. During a recent heavy rain the roof of his laboratory began to leak and in haste he phoned the switchboard operator, to send some repairman about the ceiling. Said this charming and responsive miss, "Hold the wire, please. I'll connect you with the Office of the Price Ceiling Administration."

* * *

Another Vacation Note: One reason perfumers don't come close to true flower odors is they smell all the beautiful flower notes of honeysuckle, briar-rose and new mown hay while in the country, away from their smelling-blotters, test tubes, graduates, solvents and fixatives. Passing through a little road that leads to nowhere, they stop, take a deep breath and say, "When I get back to the city I am going to work on an odor just like this." But do they? A tenfold no! Their return finds them busy with a gross and one things and forgotten until next year is the great American Perfume. The thing to do, says Dr. Rowmeteral, is to take along a miniature laboratory to the country. Much simpler to pack this in three or four good-sized portmanteaux than to try bringing the fields of wild flowers to the city. In the open spaces, away from phone and other disturbances, amidst the scenic beauty, inspired by the closeness to Nature, it is

possible to work, to create, to achieve a real triumph in the art of Perfumery! And should you need help, any young farmhand can be converted into an adequate assistant in two easy lessons. Thus spoke our friend, the good Doctor.

"And are you going to take a miniature laboratory with you when you go away this summer?", we ventured to ask.

"No, indeed not," said he. "I am going on a vacation to a place where there will be no floral odors—a complete holiday. I will have a fishing permit and a hunting permit but no alcohol permit with me. Only the aroma of fish and the dust of tennis courts, race tracks and turf."

"A true sportsman's odor," we suggested.

"But I shall take care to empty all of my pockets of smelling blotters, test tubes, vials, samples and notes before I leave," answered Dr. Rowmeteral, as he began to pack some small amber bottles into a large valise.

* * *

Historical Note: There is an interesting item in an early July issue of the *OPD Reporter* about Le Sieur Barbe, parfumeur, and the book he wrote, *Le Parfumeur Francois*, printed in Lyons in 1693. Therein is described the grafting of lemon tree branches on the stem of bergamot pear trees to obtain the bergamot fruit. We like these historical notes but we disagree down to the rind with the *OPD* when it says: "Meanwhile the American perfumer either goes without bergamot oil or takes an oil which Brazil calls bergamot but with which no Reggio oil would associate." The perfumer doesn't have to do either. He uses one of the imitation bergamot oils on the market, some so good that they will still be sold and valued long after the war is over, predicts R. O'Mattick.

* * *

Social Note: Bobby Smythe, who owns a good part of the stock of one of the large can corporations, has been presented with a son. They say the baby was born with a tin spoon in his mouth.



"We'll be glad to sell you the stuff, old man, if you'll send over your own containers and take it away in your own trucks!"

USE OF SALT IN DISTILLING BAY LEAVES¹

Solubilities of eugenol and bay oil phenols were measured in 0-, 2- and 5-normal sodium chloride solutions at 30°, 50° and 70°C. . . . Effect of salting-out on the distillation of bay leaves Salt used in the distillate salted-out phenols and resulted in an increased yield of phenols in the oil Increasing the solubility of oil in the stillwater by means of soap resulted in a lower yield of oil

by MERRIAM JONES and NOEMI G. ARRILLAGA

Puerto Rico Experiment Station, U. S. Dept. of Agriculture

IN a previous publication in this journal², it was shown that the use of salt in the stillwater in the distillation of bay leaves resulted in an increased yield of bay oil. The increase was in the phenol fraction of the bay oil. Several reasons were postulated to account for this effect.

One of the factors that may contribute to the advantage of using salt in the water employed in steam distillation of bay leaves is that the salt would decrease the solubility of phenols in the stillwater. Since distillation is usually stopped far short of exhaustion of the leaves, it was thought that if salting-out occurred there would be less phenols left in the stillwater at the end of the distillation.

SOLUBILITY OF PHENOLS

To determine the extent of salting-out, the solubilities of bay oil were measured at about 30°, 50°, and 70° C., in solutions of 0-, 2-, and 5-normal sodium chloride. Since eugenol is the principal constituent of bay oil, its solubilities were also measured under the same conditions.

The eugenol fraction used was the same as that described in the first article of this series. The bay oil used contained 69 per cent phenols. Five-milliliter portions of oil were added to 240 milliliters of each solution in glass-stoppered cylinders. The cylinders were placed in a jar thermostat, filled with water at the desired temperature. Revolution of the cylinders would have caused emulsification; so to avoid this, the cylinders were slowly inverted several times during the 48-hour period in the thermostat. After 2 days the glass stoppers were removed and 10-milliliter samples were withdrawn from the water layers. The stoppers were then replaced and the temperature increased to the next level. The temperatures maintained were $30.8 \pm 0.05^\circ$, $51.8 \pm 0.1^\circ$, and $69.3 \pm 0.1^\circ$ C. In spite of attempts to prevent turbidity in the water layer, some appeared in the oil-water and eugenol-water systems at all three temperatures. There was also a slight turbidity in the other cylinders where salt was used. The

vibration of the stirrer in the small jar thermostat may have caused this.

A eugenol-water sample that did not show turbidity was prepared by adding 1 milliliter of eugenol to a liter of water and swirling at intervals during a month of standing at room temperatures. The water layer in this case was perfectly clear.

The samples were made to 20 per cent ethanol, and the phenol content was measured by the colorimetric procedure described in our previous article. The data are shown in table 1.

Table 1.—Solubility in grams per liter of solution of bay oil and eugenol in water and sodium-chloride solutions at five temperatures

BAY OIL					
Normality of salt solution	Solubility at—				Solubility extrapolated to boiling point
	26° C.	30.8° C.	51.8° C.	69.3° C.	
	Gm./L.	Gm./L.	Gm./L.	Gm./L.	Gm./L.
0	1.15	2.79	6.56
2	0.43	0.69	0.85
521	.28	.15

EUGENOL					
0	0.28	0.84	2.83	3.18	4.0
241	1.00	1.28	1.6
510	0.36	0.35	0.4

It is apparent that the solubilities increase with temperature and decrease as the salt concentration increases. This is salting-out. The decrease in solubility of bay oil in 5N-salt solution between 51.8° and 69.3° is probably within the experimental error. There are irregularities in the bay-oil data in that the curves are not as smooth as in the case of eugenol.

The irregularities in the data for bay oil are not surprising. The solubility here depends on the partition of phenols between the water phase and the oil phase. There may be mutual solubility effects. It has already been seen in our previous article that

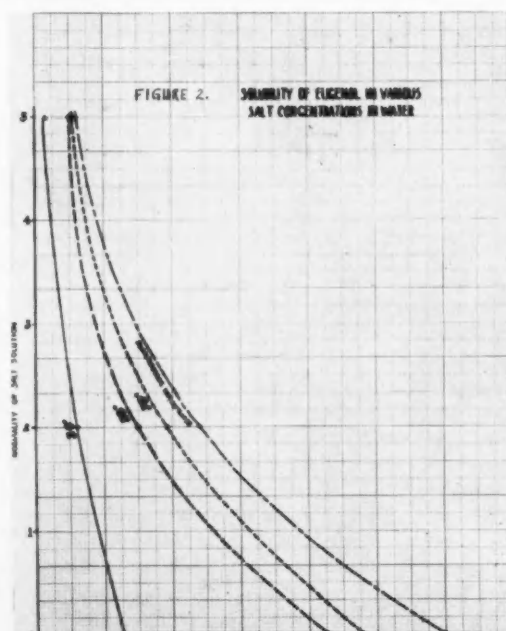
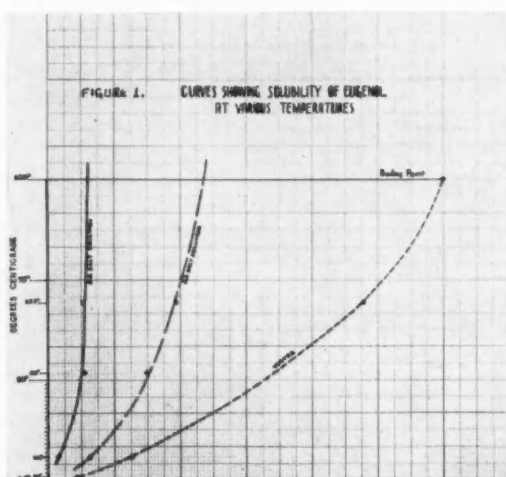
¹ This is the second of a series of 4 papers.
² December, 1941.

the colorimetric procedure gives faulty results for phenols determination when the other constituents of bay oil are present. However, the data for eugenol are more dependable because the concentration-transmittance curve was made from the same eugenol. Five samples of 0.0002 to 0.00010 milliliter of eugenol were used to obtain a smooth line, slightly curved toward the origin, relating the concentration of eugenol in grams in the cell to the transmittance of the test solution.

SOLUBILITY OF EUGENOL

The solubility data for eugenol gave smooth curves when plotted against temperature as shown in figure 1, except for the solubility in water at 51.8°. Figure 2 shows the change in solubility with salt concentration.

The solubility of eugenol at higher temperatures was obtained by extrapolating to 100° for water, 102° for 2N NaCl, and 106° for 5N NaCl on a graph of solubility versus the reciprocal of the tem-



perature. These extrapolated values were shown in the last column of table 1.

Apparently, from the foregoing, the extent of salting-out would increase as distillation proceeds. At the beginning of the distillation the phenols are several times as soluble in water as in the sodium-chloride solution. As the distillation goes on, the loss of water raises the salt concentration and thereby progressively reduces the solubility of the phenols.

Although the above data show that salt does reduce the solubility of phenols in water, the manner in which this salting-out affects the distillation has not been made clear. For discussion, the distillation of bay oil from water may be considered. There will be three phases present—oil, oil in aqueous solution, and oil and water vapors mixed. When equilibrium is attained the phenols of the bay oil will be distributed in all three phases. The non-phenol portion of the oil, being practically insoluble in water, will be in the oil phase. Eugenol, the principal phenol of bay oil, will have a tendency to pass from the aqueous to the oil phase equal to the tendency to pass from the oil to the aqueous phase. This can be stated thermodynamically by saying that the chemical potential of eugenol is the same in the oil phase as in the aqueous phase; however, it will be slightly lower in the vapor phase. Therefore, eugenol flows into the vapor phase and thence into the distillate. It is to be emphasized that at equilibrium the tendency of eugenol to pass from the aqueous phase to the vapor phase is equal to its tendency to pass from the oil phase to the vapor phase.

Now, if salt is added, eugenol will be salted-out of the water layer, but, at equilibrium, the chemical potential of eugenol will be the same in both liquid phases, in the salt solution and in the oil phase. In other words, the partial vapor pressure of eugenol at a certain temperature will be the same whether salt is present or not. Therefore, under equilibrium conditions, salting-out would have no effect on the distillation so long as an oil layer is present.

While the oil layer is present in the system, the vapor pressure of eugenol will have a certain value determined by the vapor pressure of pure eugenol and the amount of eugenol present in the oil layer. This can be approximated from Raoult's law which states that the partial vapor pressure of a component in a solution is equal to the product of its vapor pressure in the pure state and the mole fraction of the substance in the solution. Thus, for a mixture principally of eugenol and myrcene (the principal nonphenol of bay oil), the mole fraction of eugenol is equal to the number of moles of eugenol divided by the number of moles of eugenol plus the number of moles of myrcene. Mathematically, Raoult's law is:

$$P'_E = \frac{N_E}{N_E + N_M} \times P_E$$

where P' = the partial vapor pressure of eugenol,
 N_E = number of moles of eugenol in the mixture,
 N_M = number of moles of myrcene in the mixture,

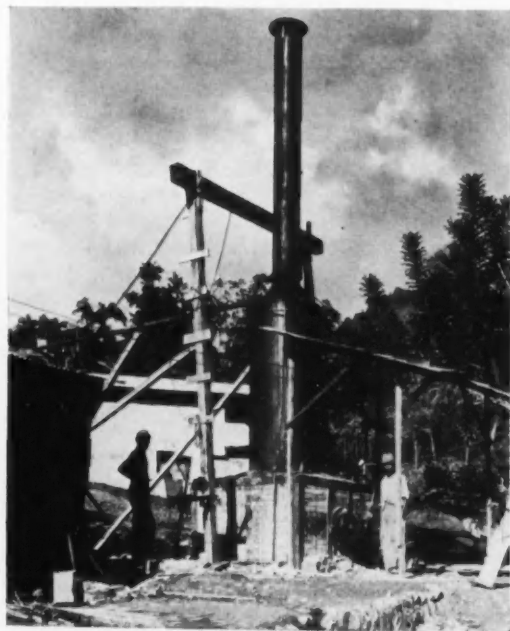
P_E = vapor pressure of pure eugenol at the temperature under consideration.

The vapor pressure of eugenol was estimated as 3.7 mm. at 100° C., from data for Eastman white-label eugenol. Choosing a bay oil in which three-fourths of the molecules are eugenol gives a mole fraction of 0.75 (this corresponds to a bay oil 78.34 per cent eugenol by weight.) Using these data in the above equation, a partial vapor pressure of eugenol equal to 2.78 mm. is obtained.

When the oil layer has distilled over, there is left a dilute solution of eugenol in water. By Raoult's law the partial vapor pressure of eugenol from this solution would be of the order of 0.002 mm. Therefore, for practical purposes this eugenol in solution is lost. It is clear then that one effect of salting-out is to keep the eugenol in the oil, with which it will distil, rather than allow it to dissolve in the aqueous layer and be left in the still after the oil layer has vaporized.

There is yet another effect due to salting-out. It was pointed out above that, at equilibrium, the vapor pressure of eugenol from the liquid phases would be the same whether salt is present or not. However, during distillation of bay leaves, it would not be expected that equilibrium would be attained. Oil is not liberated from the leaves at a sufficient rate, and there are not enough phenols in the leaves to saturate the large amount of water used in an ordinary distillation. In table 1 of our previous paper³ were given the relative amounts of phenols in the aqueous phases at various time intervals during distillation. The water phases contained from 2 to 3 times as much phenols as the salt-water phases. Since the solubility of phenols in water at distillation temperatures is about 10 times that in

³ *loc. cit.*



Steam generator for bay-leaf distillation at Guayama, P. R. Heating is by fuel oil. The apparatus should be insulated



Distillate receivers are in cascade arrangement. The contents of the kerosene can at the right are skimmed of any oil and the water discarded. Sample taken from this can was milky and contained about three grains of oil per liter. A simple method of breaking this emulsion is being developed

salt solution, it is evident that a salt-water phase tends to be more nearly saturated than a corresponding phase without salt.

As the aqueous phase approaches saturation with respect to eugenol, the chemical potential of eugenol therein increases until, at saturation, it is equal to the chemical potential of eugenol in the oil phase. Therefore, the more nearly saturated the aqueous phase, the higher is the chemical potential of the eugenol in that phase. So long as the aqueous phase is not saturated with phenols, it constitutes a potential reservoir for eugenol, because the tendency for eugenol to pass into that phase is greater than its tendency to pass from that phase to either of the other phases. If salt is used to increase the degree of saturation of the aqueous phase, these tendencies become more nearly equal. Therefore, the rate at which eugenol passes into the vapor phase and thence to the distillate is increased. This effect of salt may be small; the data given show that it exists but do not indicate its importance in the distillation of bay leaves.

THE USE OF SALT IN THE DISTILLATE

In commercial practice, the oil is separated from the water in the distillate without the use of ether extraction. This suggests that the use of salt in the distillate would salt-out phenols from the water and thereby increase the yield and quality of the oil. Such an experiment was tried by distilling two 7-pound portions of bay leaves from water and collecting the distillate of one portion in the normal manner and of the other in a receiver containing sufficient solid sodium chloride to saturate the water in the distillate.

Table 2 summarizes the data. The second and third columns show the obtained and the correspond-

Table 2.—Effect of using salt in the distillate from bay leaf distillation

Treatment	Oil	Phenols in oil	Phenols	Non-phenols
	Grams	Percent	Grams	Grams
No salt in receiver . . .	40	60	24	16
Salt in receiver	41	70	28.7	12.3
Gained by salt	1	10	4.7	-3.7

ing percentage of phenols. Column 4, the approximate yield of phenols, is the product of the second and third columns. The fifth column, yield of nonphenols, is the yield of oil minus the amount of phenols.

The data show that the large gain in phenols by using salt in the receiver was offset by the loss of nonphenols so that the net effect was only 2.5 per cent gain of oil. However, the oil obtained by the use of salt in the distillate water was of better quality as shown by the higher percentage of phenols.

Since the oil and water came over as vapor, it can be assumed that the aqueous phase was saturated with phenols. The volume of the distillate was 5 liters in each case and the temperature of the condensate was about 30° C. Taking 1.15 gm/L. as the solubility of the phenols of bay oil at 30° from table 1, the water in the distillate would contain 5.75 grams of phenols. The solubility of phenols in saturated salt solution at 30° obtained by extrapolation is about 0.2 gm/L. Therefore, 5 liters would contain 1 gram. The difference, 4.75, accounts for the gain of phenols observed in table 2.

The solubility of the nonphenols of bay oil in water is negligible in comparison with the solubility of the phenols. Therefore, the loss of nonphenols must be due to an increase in emulsification of the bay oil in water when salt is used. This is equivalent to saying that the salt has a stabilizing effect on emulsions of bay oil in water. This competition between salting-out of phenols and emulsification of the oil will be considered further in a later paper.

The use of salt in the distillate at room temperature is not so effective as in the still at boiling temperature, because of the small difference in the solubility of phenols in water and salt water at the lower temperature. However, its use is recommended because it costs almost nothing; the saturated salt solution from the receiver can be used in the still in subsequent distillation. Reuse of the distillate and stillwater insofar as is practicable leads to a smaller loss of phenols in subsequent distillations.

EFFECT OF SOLUBILIZATION ON DISTILLATION

In the first section of this paper it was shown that salting-out acts to increase the yield of oil in the steam distillation of bay leaves. The following experiment demonstrates that salting-in decreases the yield.

It has been shown by McBain and his coworkers⁴,

Table 3.—Distillation of bay leaves from soap solution, water and salt solution

Immersion medium	Yield of oil		Phenol content of oil		Non-phenols
	Grams	Percent	Grams	Percent	
0.1 per cent soap solution.....	31.5	1.34	22.4	71	9.1
Water.....	40.5	1.79	27.1	67	13.4
2N NaCl solution...	54.0	2.38	40.0	74	14.0

⁴ See, for example, McBain, J. W., and O'Connor, J. J. A simple proof of the thermodynamic stability of materials taken by solutions containing solubilizers such as soap. Amer. Chem. Soc. Jour., 62, 2855, 1940.

that the presence of soap in water increases the solubility of various substances therein. This effect of soap is known as solubilization. Thus, soaps are widely used in the cosmetic industry to render various oils soluble in water.

In this experiment three distillations were made; one from 0.1-per cent soap solution, one from water, and one from 2N-sodium-chloride solution. Five-pound samples of bay leaves were distilled for 6 hours immersed in 12 liters of liquid in each case. Table 3 shows the results.

The data show that solubilization of oil by soap resulted in a lower yield of oil. The yield from salt solution was the greatest of the three. It is interesting to note that the lower yield when soap was used was due to loss of nonphenols as well as phenols. Therefore, nonphenols were solubilized as well as phenols.

SUMMARY

The solubilities of eugenol and bay-oil phenols were measured at 30°, 50°, and 70° C. in sodium-chloride solutions 0, 2, and 5 normal.

The effect of salting-out on steam distillation is discussed.

The effect of using salt in the distillate was measured and accounted for.

Increasing the solubility of oil in water by means of soap was found to decrease the yield of oil in the distillation.

Perfume and Music

THE Russian composer Scriabin had in mind at the opening of the present century, a production involving a perfect synthesis of the arts. At one time, he staged a color music performance in New York City, and although he thought of perfume, or scent, in this connection it seems as though he never quite accomplished this triple union.

Furthermore the famous French perfumer Piesse likened his perfume materials to the notes on the piano keyboard. He ascribed a different scent to each key, black and white. Making use then of this, his own musical-scent classification, he propounded that whatever keys would result in a harmonious chord, the perfume materials so designated would also result in an enjoyable perfume! How do you like that?

Inspired by Scriabin and at the request of the Norman Music Club, William Wright, violinist, James Stephenson, accompanist, and I put on a perfume-music production before one of the Music Club meetings in Norman, Okla. We chose to demonstrate the relationship between a perfume of a gypsy character, and the gypsy piece, Malaguena by Albeniz. Rather than fill the room with the fragrance, which might have proved unesthetic to some, scented favors in the shape of a violin were given to each to smell while the music was being played. The experiment was distinctly successful; and careful observation indicated that the idea has possibilities for further development.—Dr. Ralph Bienfang, University of Oklahoma.

HOW BUBBLE BATHS ORIGINATED



*How Max Lehmann
"de-ringed" his
rooming house
bathtub with a
new detergent and
what followed from it*

by GEORGE HERRICK

"SWEET are the uses of adversity," said Shakespeare, which is as good a way as any to explain the origin of "bubble bath." In 1932, Max Lehmann, chemist, lived in a European rooming house. The adversity, as far as he was concerned, had to do with a community bathtub displaying more rings than the planet Saturn. "Many times," says Max Lehmann, "I had the desire to have a tub bath, but looking inside the tub I did not dare."

So, when a new detergent was produced in the laboratory where Max worked, he scooped up a little to try out as a bathtub de-ringer. It worked so well that he tried it out on himself. The result was discovery of bubble bath, according to Max Lehmann.

Max Lehmann came to the United States in 1923 but resigned from a good position in 1932 to return to Europe and study new chemical methods and processes. Working for a small salary at the laboratory of a leading chemical plant, he saw the new detergent that was a result of long experimentation to discover a means of scouring, processing and finishing all kinds of textiles. It was workable in hardest water, made all solutions in any process stable to acid and alkalies, and salts of heavy metals, was unaffected by bleaching powders, sodium hypochloride or hydrogen peroxide and prevented lime soap formations as it was a solvent of such deposits. The base of the detergent was sulphonated fatty alcohols, condensation products of fatty acids, proteins and their derivatives.

WIDE INDUSTRIAL USES FOR BUBBLE BATHS

"Today," says Max Lehmann, "there are many new detergents of this type manufactured in the U. S., thanks to the genius of the American research

chemists. They are used in tanning and dyeing leather, furs, in the rubber industry, plating, metals, plastics, cosmetics, dentifrices, toothpastes, hand creams, lotions, shampoos, in the laundry, carpet cleaning, soaps, insecticides, sprays, wall paper remover, fruit and vegetable washings, printing ink, paints and varnishes and, of course, in bubble bath as well as many hundreds of more uses."

MAX BATHES ON BEHALF OF SCIENCE

When Max Lehmann saw the new detergent foaming into millions of tiny bubbles as it efficiently de-ringed the rooming house bathtub it looked so inviting he decided to experiment by bathing in it himself. He emerged with a skin feeling satiny smooth. From that day on, the other guests battled to be first to use the tub after Max. It was rumored he had the secret of some magic tub cleaner. Or was it just because he was more energetic in scrubbing than most rooming house inhabitants?

ADDS PERFUME AND HIS FRIENDS TRY IT

Six months later, Max returned to the United States as a consultant on fine gloves and leather. He brought a supply of a few hundred pounds of the foaming detergent. After adding perfume, he presented small portions to his friends. They, too, enjoyed the satiny result of bathing in millions of bubbles. At that time he was out in the western draught states of Wyoming and Montana in charge of tanning and dyeing the pelts and hides of draught sheep and cattle. He had developed a novel method of employing unskilled workers to remove skins of animals with compressed air, after which he preserved them for future tanning without use of cold storage facilities.

The expert on animal pelts was certain by now that he had a successful method for "processing" human "pelts." However, there is always the highly

important matter of adequate financing for a laboratory and advertising to promote the product. There was a rising chorus of friends urging that bubble bath be manufactured commercially so they could buy it. But laboratories can't be started on nothing but a chorus. So, it was not until 1936 that, financed by a friend who had tried bubble bath, Max Lehmann established the B & L Laboratories in Chicago, Ill., and began production of USA-Foam, Million Bubble Bath.

SOME SAID IT WAS ONLY A NOVELTY

It was announced by an advertising campaign. Beauty editors and columnists were given packages and, after trying it out on themselves began to pile up praise in the public prints. A few pessimists wagged their heads sagely and spoke of a "novelty," of "fly-by-night stuff" or a "flash-in-the-pan" . . . they might have said "foam in a bathtub." But the new product was none of these in Max Lehmann's estimation and he proved to be the one who was right. Before long, there was a search on for the secret of bubble bath or something similar. But it was a year and a half later before the first of the competing "bubble baths" appeared.

ONLY A FEW RIGHTFULLY CALLED "BUBBLE BATH"

"Today," says Max Lehmann, "there are many hundreds of bubble baths all over the globe, but they come and go and there are only a few which have the right to be called 'bubble bath' which, by the way, is very tricky to make, as most materials used are highly hygroscopic and it takes special mixers and filling machines and, of course, the knowledge and technique to use the right ingredients to prevent caking. Through research and experimentation I had found that to produce a worth-

while bubble bath, it takes more than a base and perfume, and I added foam stabilizers and other necessary ingredients. Today, USA-Foam Million

Bubble Bath contains a patented ingredient exclusive with us and will produce more foam even in the hardest water."

With USA-Foam making a permanent place for itself in public popularity, B & L Laboratories added other products, among them "Body Shampoo," another soapless product. It, too, has found a ready market here and abroad, especially in Switzerland. The laboratories ship a considerable quantity each month to this neutral



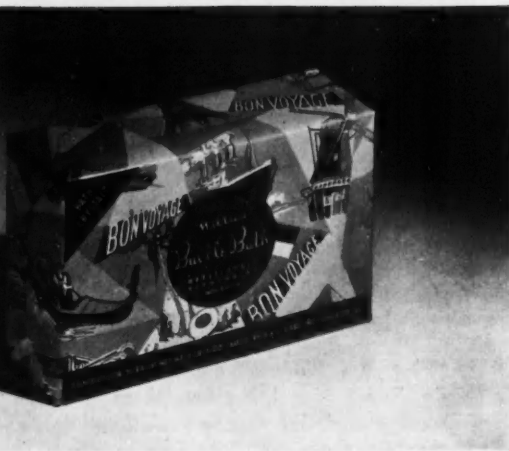
Max Lehmann used a textile detergent on the bathtub and himself—finding first bubble bath

country. In 1939, under the name of Twill Jelly Shampoo and Hair Conditioner, Mr. Lehmann brought out a new type of soapless shampoo, in collapsible tubes. This, too, according to Mr. Lehmann, has met with good consumer response both in this country and abroad. Lem-Pet, Inc., is the name of the firm which manufactures these products and Mr. Lehmann is president of it. A subsidiary of B & L Laboratories is Helena Stratton, Inc., a cosmetic house, whose products include a liquid shampoo, at present sold exclusively to beauty parlors for professional use, and a hand cleaner, both soapless.

LIMITED EXPENSE MONEY LEADS TO SUCCESS

And so the expert in tanning and dyeing furs and leather, the son of a pioneer fur tanner, today finds himself at the head of a firm whose foundation is built on the product which 10 years ago de-ringed his rooming house bathtub. Probably he has been grateful in recent years that his per diem expense money in 1932 did not permit his renting a private bath with his hotel room in the European city where he discovered the usefulness of the new detergent for bathing.

Attractive packaging is attention getting and the first one used for USA-Foam Million Bubble Bath, shown at the left, was done in blue and aluminum, cellophane-wrapped; special packages have their place too and below is a Bon Voyage one



COLOR TESTS OF JAVA CITRONELLA OIL

Data of value to essential oil and perfume chemists revealed by application of the tests to fractions and constituents of this important and widely used oil

by HOWARD A. JONES

Bureau of Entomology and Plant Quarantine, U. S. Dept. of Agriculture, Beltsville, Md.

The color tests of the Sabetays and of Müller have been applied to fractions and constituents of Java citronella oil. The former test has shown the presence in this oil of azulenogenic sesquiterpene compounds, of which elemol is possibly the largest component. Contrary to the finding of Müller, pure elemol did not respond to his test. However, substances that respond to this test were present in certain fractions.

DURING an investigation of Japanese beetle baits a number of fractions and constituents of Java

citronella oil were prepared. The color tests of the Sabetays⁶ and of Müller⁴ have been applied to some of these materials. The results may be useful to other workers in this field.

MATERIALS TESTED

Color tests were made on materials obtained from commercial sources and on those prepared in the laboratory. The physical properties of these substances are listed in Table I.

Two samples of Java citronella oil were tested. All other materials were prepared from oil from



Howard Jones, the author, observes the results of one of his tests in the Beltsville laboratory of the Dept. of Agriculture

U.S.D.A. Photo by Killian

TABLE I. PHYSICAL PROPERTIES OF JAVA CITRONELLA OIL AND FRACTIONS AND CONSTITUENTS DERIVED FROM IT

No.	Material	Density (25° C.) G./cc	Refractive	Specific
			Index n _D ²⁵	Optical Rotation [α] _D ²⁰
1.	Oil of citronella, Java (A), commercial	0.887	1.469
2.	Oil of citronella, Java (B), commercial	0.882	1.468
3.	Terpene fraction, commercial	0.945	1.462
4.	Citronellal fraction, commercial	0.864	1.452
5.	Geraniol, first fraction, commercial	0.876	1.468
6.	Geraniol, second fraction, commercial	0.877	1.469
7.	Geraniol, last fraction, commercial	0.904	1.481
8.	"Pots" fraction, commercial	0.939	1.498
9.	Elemol fraction, commercial	0.928	1.501
10.	Geraniol, last fraction, "high boiling," commercial	0.923	1.491
11.	"Resinol" fraction, commercial	0.923	1.497
12.	Geraniol, commercial	0.886	1.474
13.	Citronellol ex geraniol, commercial	0.858	1.454
14.	Citronellol from fraction 1-4 of No. 12	0.857	1.450	+0.6
15.	Citronellol from fraction 5-7 of No. 12	0.862	1.455	+1.8
16.	Citronellol from fraction 8-9 of No. 12	0.870	1.462	+2.5
17.	Citronellol from fraction 10-11 of No. 12	0.869	1.465	+2.6
18.	Elemol from fraction 18 of No. 12	0.938	1.496	-6.0
19.	Fraction 16 of No. 12	0.949	1.497	-7.1
20.	Residue from steam distillation of No. 12	0.935	1.488
21.	Terpenes from No. 3	0.850	1.459
22.	Citronellal from No. 4	0.857	1.445	+10.9
23.	Geraniol from No. 12	0.876	1.473	0
24.	Citronellol from No. 12	0.866	1.458	+2.3
25.	gamma-Cadinene from No. 9	0.916	1.507	+48.7
26.	Elemol from No. 9	0.938	1.496	-1.1
27.	Oil rose geranium ¹	0.886	1.460	-4.2

¹Furnished by the Bureau of Plant Industry, U. S. Department of Agriculture.

the same commercial source as No. 2. Nos. 3 to 8 represent a series of fractions obtained in a regular commercial fractionation of Java citronella oil, while Nos. 9, 10, and 11 are special high-boiling fractions. No. 12 is the type of commercial geraniol used in Japanese beetle baits (2, 3). No. 16 is a citronellol prepared commercially by the hydrogenation of geraniol.

COMMERCIAL GERANIOL

The laboratory fractionation of commercial geraniol and the study of its composition have already been discussed³. Nos. 14 to 20 are materials obtained from No. 12 in the course of that investigation. Nos. 14 to 17 are the primary alcohols obtained after removal of the geraniol and are chiefly citronellol. Nos. 14 and 15 appear to be comparatively pure citronellol, although their optical rotations indicate them to be mixtures of the two optical isomers. As a result of the method of separation used, the two highest boiling of these fractions (Nos. 16 and 17) might be expected to contain some nerol, if this alcohol is present in the original oil. The refractive indices of Nos. 16 and 17 are in line with this possibility. No. 18 is pure elemol obtained from a fraction of No. 12 that was already largely this substance. The properties of this sample of elemol (No. 18) have been reported in some detail³, and there is no doubt that it is a pure substance. No. 19 is the last fraction obtained in the vacuum distillation, and No. 20 is the 10 per cent residue obtained on steam distillation of No. 12.

The remaining samples represent materials prepared from various commercial fractions of Java citronella oil for use in insect bait tests. The

terpenes (No. 21) were prepared by redistillation of No. 3 followed by treatment with triethyl borate and distillation. Citronellal (No. 22) was obtained from No. 4 by means of its bisulfite compound. Pure geraniol (No. 23) was prepared from the first 75 per cent of the steam distillate of commercial geraniol (No. 12). The calcium chloride addition compound of geraniol was prepared, decomposed, and the product treated again with calcium chloride. The addition compound so obtained was decomposed to obtain the product. No. 24, primarily citronellol, was prepared from the residue obtained in the first geraniol-calcium chloride separation. This residue was treated again with calcium chloride to remove any additional geraniol, and then the primary alcohols were separated as the acid phthalates, which were saponified to obtain the product. The gamma-cadinene (No. 25) was obtained from a high-boiling commercial fraction (No. 9) by treatment with triethyl borate and distillation. According to its physical properties the sample is comparatively pure. No. 26 was obtained by saponification of the borate residue from the gamma-cadinene preparation. This sample of elemol, as shown by its optical rotation, is not as pure as No. 18.

Oil of rose geranium of domestic origin was included as a check, since it was known that this oil gave definite color reactions with both the color tests.

All tests were carried out in test tubes of approximately the same diameter (15 mm.). Colors were compared visually with the color standards of Mulliken⁵, and results were expressed in the terms of his charts. In this system the initial letters of the spectral colors are used as abbreviations for the hue.

The color test of the Sabetays⁶ is a reaction of azulenogenic sesquiterpenes in which blue, green, or violet colors are obtained. It was made as follows:

5 drops of sample were dissolved in 2 ml. of chloroform, and 0.5 ml. of a 5 per cent solution of bromine in chloroform was added. After 15 minutes the color was observed. Another 0.5 ml. of the bromine solution was then added and the color again observed 15 minutes later.

The color test of Müller is said to be not specifically for azulenogenic substances but for other chromogenic materials as well. Blue, green, violet, and red colors are obtained. The test was made as follows:

0.5 ml. of sample was dissolved in 5 ml. of glacial acetic acid and to this was added 1 ml. of reagent A (a 5 per cent solution of p-dimethylaminobenzaldehyde in glacial acetic acid) followed by 1 ml. of reagent B (a mixture of 10 per cent by volume of phosphoric acid (85 per cent) and 90 per cent of glacial acetic acid). The color was observed 15 minutes, 1 hour, and 24 hours after addition of the reagents.

Müller described two other tests involving treatment of an acetic acid solution of the sample, in one

case with a larger proportion of phosphoric acid without the p-dimethylaminobenzaldehyde reagent, and in the other case with larger proportions of both phosphoric acid and reagent A than in the ordinary form of the test. Colors were observed after some time, and then the solutions were brought to boiling and the colors again observed. These tests were tried on the samples of primary alcohols and of citronellal in this work. The results were much less satisfactory than those by the ordinary form of the test and are not included. Except for synthetic citronellol (No. 13) and citronellal (No. 22), only a little differentiation could be made between colors obtained from different substances. After boiling the reaction mixtures were in general cloudy and the colors so intense as to be opaque.

RESULTS OBTAINED

Colors observed in the tests are recorded in Table II.

Of the commercial materials, the two original oils and all fractions extending into the high-boiling range gave positive reactions by the Sabetay test. In the Müller test only the high-boiling fractions gave definite color changes, and of these Nos. 8 and 11 gave the most pronounced reactions.

Although the terpene alcohols do not respond to the Sabetay test, their color changes in the Müller test are of interest. Pure geraniol (No. 23) showed a definite color change after 24 hours, while Nos. 14 and 15, comparatively pure citronellol, showed a less marked change. No. 16 gave a definite color change in 24 hours, while No. 17 showed a definite color reaction in 1 hour and a much more pronounced color change than geraniol in 24 hours. These fractions and geraniol, in the two additional tests of Müller, showed differences in intensities of

color that were in the same general order but, as already stated, the differentiation was much poorer than in the ordinary form of the test.

The possibility of the presence of nerol in Nos. 16 and 17 has already been mentioned. Müller reports no color changes with either geraniol or nerol (synthetic) in the ordinary form of the test (after 30 minutes), but on the basis of results obtained with his two additional color tests he states nerol forms "intensely colored compounds" more readily than does geraniol. However, the present results cannot be considered as satisfactory evidence of the presence of nerol. This alcohol has not been reported in Java citronella oil, although the presence of neryl esters has been advanced as a probability.¹

Elemol (Nos. 18 and 26) gave a positive reaction in the Sabetay test, since it is azulenogenic, while gamma-cadinene (No. 25) gave a negative test. The positive reactions to this test of Nos. 19 and 20 are primarily due to their elemol content. In the Müller test gamma-cadinene showed a more pronounced color change than did elemol. Pure elemol (No. 18) showed very little color change; hence the Müller test is not given by all azulenogenic sesquiterpene compounds. The fact that elemol is monocyclic rather than bicyclic may account for this. A sample of elemol tested by Müller gave a red-violet color after 24 hours, but this color was not observed in the present work. Müller's sample, the optical rotation of which precluded the presence of gamma-cadinene, possibly contained some higher sesquiterpene alcohols similar to those present in Nos. 19 and 20 in this work.

The color changes obtained with Nos. 19 and 20 in the Müller test can hardly be due entirely to the presence of gamma-cadinene, since these fractions

TABLE II. COLOR REACTIONS OF JAVA CITRONELLA OIL AND ITS FRACTIONS AND CONSTITUENTS IN THE SABETAY TEST AND ORDINARY FORM OF THE MÜLLER TEST

No.	SABETAY TEST		MÜLLER TEST (Ordinary Form)		
	15 minutes after first lot of bromine	15 minutes after second lot of bromine	After 15 minutes	After 1 hour	After 24 hours
1.	YG-Tint 2	G-Broken Tone-Light	Y-Tint 1	OY-Tint 2	YO-Tint 1
2.	YG-Tint 2	G-Broken Tone-Light	Y-Tint 1	OY-Tint 1	YO-Tint 1
3.	Y-Tint 2	OY-Tint 2	OY-Tint 1	YO-Tint 1	YO-Shade 1
4.	Colorless	Y-Tint 1	Y-Tint 1	Y-Tint 1	OY-Tint 1
5.	Colorless	Y-Tint 2	Y-Normal	OY-Tint 1	YO-Tint 1
6.	Colorless	Y-Tint 2	YO-Tint 1	YO-Tint 1	RO-Tint 1
7.	YG-Tint 2	YG-Tint 2	O-Tint 1	RO-Tint 1	OR-Tint 1
8.	>YG-Shade 2	>G-Broken Tone-Dark	OY-Shade 1	YO-Shade 2	OR-Shade 2
9.	GY-Shade 2	GY-Broken Tone-Medium	OY-Normal	O-Normal	O-Shade 1
10.	YG-Shade 1	YG-Shade 2	OY-Tint 1	YO-Normal	O-Shade 1
11.	G-Broken Tone-Dark	>G-Broken Tone-Dark	Y-Broken Tone-Medium	VR-Shade 2	R-Shade 2
12.	Colorless	G-Tint 2	YO-Tint 1	RO-Tint 1	R-Tint 1
13.	Colorless	Colorless	Y-Normal	Y-Normal	YO-Shade 1
14.	OY-Tint 2	OY-Tint 1	Y-Normal	OY-Normal	Y-Broken Tone-Medium
15.	OY-Tint 2	OY-Tint 1	OY-Normal	YO-Normal	YO-Shade 2
16.	OY-Tint 2	OY-Tint 2	YO-Normal	YO-Shade 1	R-Shade 1
17.	OY-Tint 1	OY-Shade 1	OY-Shade 1	R-Shade 1	RV-Shade 2
18.	BG-Broken Tone-Dark	>RV-Broken Tone-Dark	OY-Normal	YO-Normal	YO-Shade 1
19.	G-Broken Tone-Dark	>G-Broken Tone-Dark	YO-Normal	RO-Normal	OR-Shade 1
20.	Y-Broken Tone-Medium	GY-Broken Tone-Medium	YO-Shade 1	O-Shade 1	OR-Shade 2
21.	OY-Tint 2	Y-Broken Tone-Light	Y-Tint 1	OY-Tint 1	O-Broken Tone-Medium
22.	Colorless	Colorless	Y-Tint 1	Y-Tint 1	OY-Tint 1
23.	Colorless	Colorless	Y-Normal	OY-Normal	R-Broken Tone-Medium
24.	Colorless	Y-Tint 2	OY-Tint 1	YO-Shade 1	OR-Broken Tone-Medium
25.	Y-Broken Tone-Medium	Y-Broken Tone-Medium	O-Normal	RO-Normal	OR-Shade 1
26.	G-Broken Tone-Medium	G-Broken Tone-Dark	OY-Tint 1	YO-Normal	YO-Shade 1
27.	>GB-Shade 2	Opaque	GY-Broken Tone-Medium	YO-Broken Tone-Dark	>V-Shade 2
Blank			Y-Normal	Y-Normal	Y-Normal

are beyond the boiling range of this substance and, furthermore, No. 20 gives a more intense color than does gamma-cadinene. There are evidently other substances present which give a pronounced Müller reaction. The presence of these substances would also account for the pronounced reactions obtained with Nos. 8 and 11.

Oil of rose geranium gave a strongly positive Sabetay test and a very pronounced color change in the Müller test.

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Fritzsche Brothers Develop New War Gas Training Technique

THE METHOD of spraying odors closely simulating those of the poisonous war gases which has been developed by Fritzsche Brothers, Inc., New York essential oil house, for the purpose of educating civilian defense groups in the identification of these gases, now has been adopted by a number of other government and municipal agencies for similar use. One of the latest of these is the Food Inspection Division of City Comptroller McGoldrick's office, whose responsibility in the event of an enemy gas attack upon New York will be to protect food supplies intended for the city's many

municipal institutions. It is considered vital to the effectiveness of their efforts that this department's inspectors be able to determine immediately the character of the gases being used and the Fritzsche kit is expected to serve a useful purpose in this program.

Through public outdoor demonstrations in connection with police and air raid warden work, now being conducted throughout the city under the auspices of the Police Athletic League and supervised by Deputy Commissioner John H. Morris, many New Yorkers are also being afforded opportunity to smell these simulated odors and learn something of their character.

Among the other organizations and government agencies requesting and receiving Fritzsche Brothers' donation of its war gas identification equipment are the War Department's Civilian Protection Schools, the New York State Health Preparedness Commission for use in its medical schools and for its district medical officers stationed at New York, Albany, Rochester, Buffalo and Binghamton. The Picatinny Arsenal, the Decontamination Section of the Public Works Emergency Division, the American Society of Civil Engineers and the Ohio Society of Professional Engineers, and many others including large organizations such as the United States Rubber Co., the Sperry Gyroscope Co. and other firms where employee defense training is a part of the organizational set-up, have been provided with war gas kits for various instructional purposes. In addition to the foregoing, more than half of the country's State Councils for Defense have applied for and received these kits for their state-appointed instructors. Kits may be obtained only through accredited state agencies with approval of the Chief of Inspection Section, Office of Civilian Defense, Washington, D. C.



City food inspectors in New York are learning to identify war gases by means of simulations devised by Fritzsche Brothers, Inc.

COSMETICS THAT WOMEN DEEM ESSENTIAL

Useful data revealed at halfway point in national poll by Luxor, Ltd. . . . Lipstick, face powder and deodorants are "musts" . . . Importance to morale

AT THE half-way point in a national polling of its consumer jury on the question of what cosmetics women consider essential, Luxor, Ltd., shows results indicating that lipstick, face powder and deodorant are the cosmetics American women would insist upon having, if they were required to choose.

Luxor's poll is based on its consumer jury, a non-partisan body to which Luxor, through Mrs. Edythe Bright, director of research in charge of styling and public relations, habitually submits products for pre-promotion testing.

This vote, however, was taken on a different basis from that usually submitted to the jury. In most cases, Luxor's objective is to pre-determine the acceptance which a new product will achieve. This poll was undertaken at a time when rumors were rife in the cosmetic field about drastic governmental action; the purpose of the poll was to provide concrete evidence which could be laid before government officials to show what the public considered essential from a cosmetic standpoint.

HOW PRODUCTS STAND

Some 1,800 questionnaires were mailed out. Luxor's normal expectation is about 1,100 returns. To date, some 604 have been returned. The final recapitulation will be made after Sept. 1. At this point, then, the order in which cosmetics are considered essential is:

Lipstick	77%
Face Powder	71%
Deodorant	64%
Facial Soap	58%
Dry Rouge	46%
Hand Cream/Lotion	45%
Cold and Cleansing Cream	43%
Powder Base	26%
Night Cream	15%
Cream Rouge	15%
Eye Make-up (Shadow, mascara, pencil)	2%-8%-8%
Facial Mask	6%

Luxor's confidence in this half-way rank stems from the fact that the first tabulation showed most of the products in the same position, with the exception of hand cream and dry rouge, whose positions were reversed on the first tally.

The "usage" portion of the questionnaire, on

which only the first tally results have been prepared, shows an amazing case for deodorants, which have been able to achieve 93 per cent usage in the "under 25" age group. Deodorants continued strong in the 25-35 and 35-44 groups, but over 45 they dropped to 73 per cent usage, and in the "x" age group, scored 78 per cent. This is an interesting commentary on deodorant promotion, and the fact that the largest use of the product is in the younger age groups indicates a good future for deodorants.

A DIFFERENT STORY

Face powder mirrored a different picture. Only 39 per cent of the under 25 group used it; 95 per cent of the 25-34 group used it; 98 per cent in the 35-44 stratum; 95 per cent over 45; and 94 per cent in the "x" group. "Soap on face" and lipstick followed the deodorant pattern, highest in the youngest age group, then declining among the older members of the jury. The "soap on face" decline doesn't mean that older women don't clean their faces; it merely means that cleansing creams find higher favor in these strata than they do in the under 34 group.

Some of the comments returned by the women on the jury are illuminating. One girl wrote: "At a USO dance the other evening, I heard several boys remark that the girls smelled so nice—different from the leather and camps. Need we say more about perfumes and colognes, etc., for helping everyone's morale?" Wrote a Kenmore, N. Y., woman in the "45 and over" group: "If you ever saw me without the above (listing the cosmetics she thought necessary) you'd know why they are essential."

An interesting marketing and promotional trend is indicated by the wartime emphasis on industry. Heretofore, so far as the cosmetic business has been concerned, a major pacemaker in cosmetic styles has been the college girl. The young business girl and the high school student adopted the clothes, cosmetics and manner of the collegiate circles. Now, with many girls of college age taking places on the nation's assembly lines, women war workers will be important cosmetic pace setters.—*Advertising Age.*

Economy is the alchemist that turns the copper penny into the gold dollar.—*Howard S. Neiman*

Packaging

P O R T F O L I O



1



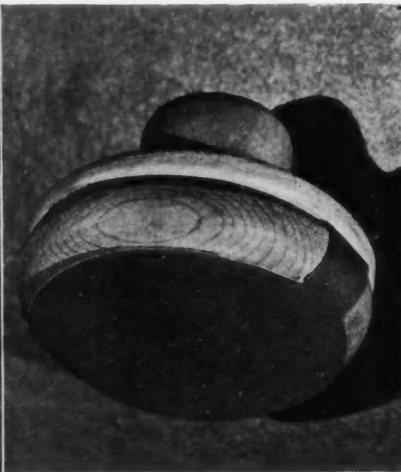
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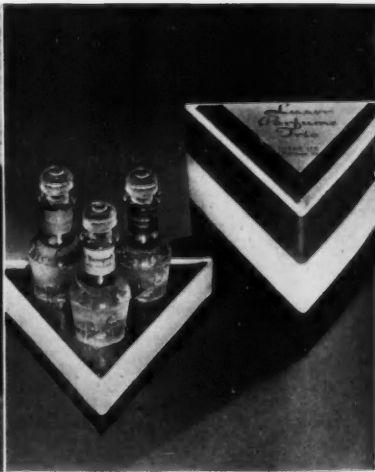
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4



5



6

1. RENOIR: A frosted feather-like dart closes the heart-shaped bottle for Chichi, a new perfume creation introduced by a new house.

2. FRANCES DENNEY: Foot lotion and foot balm, new aids to tired, aching feet, are offered in the firm's well-known packaging.

3. JOHNSON & JOHNSON: A new baby gift package, with four items essential to baby care, is offered for year-round selling. Box is lacquered.

4. D'ORSAY: Intoxication, a new perfume, makes its debut in a panelled screen box, rainbow-hued inside and dancing figures outside.

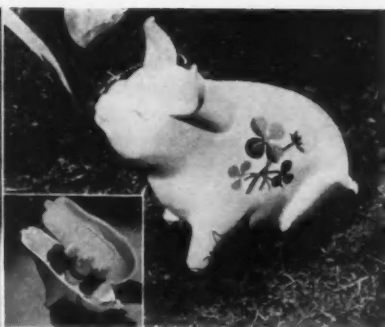
5. HELENA RUBINSTEIN: Refill pads for Minute Hair Remover are hand cut, double-faced. The pads are inserted in the wooden holder.

6. LUXOR: Perfume Trio holds three two-ounce bottles of popular odors. It is presented in a red, white and blue V-shaped package.

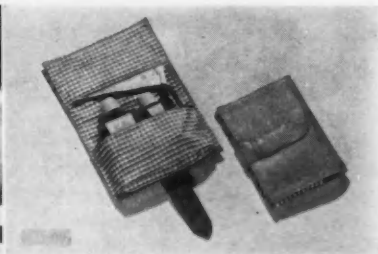
7. GOURIELLI: Active Ozone is compounded into a Foot-Stick "for a nation on its feet." It comes in a grey stick holder.



8. LA CROSS: Penelope, the painted pig, is of plastic lacquered in pink or blue, and it holds three manicure items.



9. CHARLES OF THE RITZ: Red Pencil set in grey and red holds Complexion Veil and lip-stick of clear red, Red Pencil.



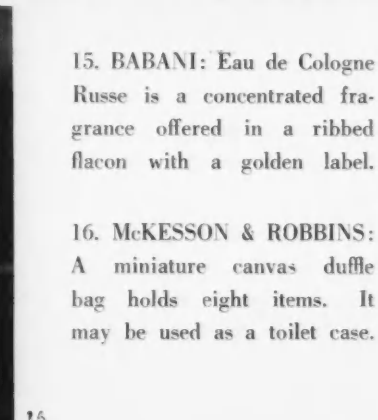
10. REVLON: Ration Card beauty case, a leather wallet, contains three items, nail enamel, oily remover and lipstick.



11. RICHARD HUDNUT: In Fragrance Favorites are three tiny bottles of toilet water with their matching talcums.

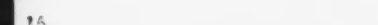


12. JEAN NATÉ: Same odor, same bottle, same package and same uses but Friction Pour Le Bain now comes in cream form.



13. LUCIEN LELONG: A big lollipop in a striped paper candy sack is really a bath duster filled with dusting powder.

14. YARDLEY: Beauty Ration is a roll kit of blue fabric lined in peach, holding essentials for skin care, make-up.



15. BABANI: Eau de Cologne Russe is a concentrated fragrance offered in a ribbed flacon with a golden label.

16. McKESSON & ROBBINS: A miniature canvas duffle bag holds eight items. It may be used as a toilet case.



Modern Foot Preparations

By M. G. DENAVARRE

THOUSANDS of new factory workers, millions of soldiers and countless civilian defense workers, not to mention the usual group of people who suffer from tired and burning feet, all add to this immense market for foot preparations. Such products as afford relief for these discomforts are drugs and must be so labeled.

Unquestionably the most common foot discomforts are sweating, tired, hot, burning, swollen and tender sensations due to poor fitting shoes, excessive walking or exercise, among others. Athletes' foot, epidermophytosis, is another common ailment but requires a special treatment.

In treating such discomforts as result from excessive walking or exercise and from poorly fitted shoes, for example, a simple counter-irritant is the basic necessity. Such materials are peppermint oil, menthol, camphor, eucalyptus oil, oil of thyme and methyl salicylate, used singly or in combination.

ALUM IS POPULAR ANTIPERSPIRANT

Where feet sweat excessively, an antiperspirant is required in the formulation. Most popular for this purpose is ordinary alum, although any astringent salt that has no deteriorating effect on stockings may be used. The same considerations must be kept in mind in formulating a product to relieve sweating temporarily as in compounding the usual antiperspirant.

If the sweat is obnoxious in odor, antiseptics that slow down sweat decomposition must be used. For this purpose salicylic and benzoic acids have been most popular, but the selection can also include any other effective antiseptic such as thymol, chlorothymol, chlorinated phenols, substituted phenols and others. Bicarbonate of soda too is claimed to be effective for this use.

GREASELESS PRODUCT FOR ATHLETES' FOOT

In the case of athletes' foot, epidermophytosis, the preparation must be capable of killing at least the four varieties of fungi, namely *epidermophyton interdigitale*, *epidermophyton rubrum*, *epidermophyton gypseum* and *trichophyton rosaceum*. The preparation must aid also in keeping the feet dry, since dryness is a prerequisite in the treatment of this disease. The preparation should have the property of getting the fungus that lives on the skin surface as well as those in the subsurface growth. A popular formulation is Whitfield's Ointment, but this product is greasy. A greaseless version based on acid-stable, self-emulsifying glyceryl monostearate is a definite advance. A foot powder with high absorbent properties is possibly still better. The following formula will be a basis upon which to start:

Benzoic acid	2.5 %
Salicylic acid	2.5 %
Chlorothymol	0.25%
Boric acid	10.0 %
Talc qs	100 %

Directions for use should include bathing the feet, drying, and dusting in of the powder twice daily on all affected parts.

TIRED ACHING FEET

When feet are tired, burn or otherwise ache, they should be bathed in warm water, dried, massaged with rubbing alcohol, then covered with some soothing and cooling preparation as described earlier in this article. A greaseless product is a prerequisite. One using the following base will answer the need:

Glyceryl monostearate, self emulsifying	12 parts
Stearic acid	3 "
Propylene glycol	5 "
Medication	3 "
Water and preservative qs	100 "

To make, place all the ingredients in a kettle except the glycol and the medication. Heat until liquid and mix to a uniform emulsion. At 40°C. add the mixture of glycol and medication, mix in well and immediately package.

MEDICATION IN FORMULA

The medication will consist of a mixture of peppermint oil, camphor, menthol and thyme or clove oil, compounded to suit the individual taste.

A foot bath powder also can be made, using some suitable carrier for the soothing medication such as described above. Ordinary bath salts can be used as a vehicle in addition to neutralizing acid sweat residues. An alkaline bath will soften corns also, although the bath (*continued on p. 73*)



In wartime, more tired, burning feet—more foot preparations

Flavors

THE ESSENTIAL OIL OF PEPPER

Cultivation and harvesting of pepper . . . Preparation of white pepper . . . Distillation of oil . . . Properties . . . Adulteration . . . Uses . . . Oleoresin pepper

by DR. ERNEST GUENTHER

Chief Research Chemist, Fritzsche Brothers, Inc., New York, N. Y.

SINCE antiquity, pepper has been one of the most important spices. It was highly esteemed by the early Romans. A lucrative article of trade between Orient and Occident in the Middle Ages, it probably was the main incentive for the discovery of a seaway to India when the overland caravan routes were cut by the conquering Turks. After the first Portuguese navigators and traders set foot in India and Malaya, trading in spices became a Portuguese monopoly until wrested from that country by the Dutch, French and English in long naval wars. The cultivation of pepper expanded from the Malabar coast of Southern India to the Malacca and Macassar coasts of Malaya, to Sumatra, Java, the Moluccas and finally to Siam, French Indo-China and even Madagascar.

BOTANY

Piper nigrum L., fam. *Piperaceae*, is a vine-like, woody perennial, native to the tropical forests of Southern India. Black pepper is the unripe, dried fruit of this plant; removal of the outer coating (pericarp) results in white pepper.

The plant, a trailing, climbing shrub, attains a length of thirty feet. The berry-like fruit is green at first; it turns bright red and finally yellow as it ripens. Each berry contains a single seed surrounded by a pulpy layer and the epicarp.

PLANTING AND CULTIVATING

The plant requires a tropical climate, heat, humidity and shade. It grows best in well drained soil of vegetable loam. Hilly ground must be terraced, if pepper is to be planted on it. The young plants are supported by props of hard, resistant

wood about twelve feet high or by trees with a rough bark; *Erythrina corallodendron* has been suggested for this purpose. The young plants also must be protected from direct exposure to the sun's rays.

Pepper is propagated either by seed or by cuttings. In the first case, specially selected, very ripe fruit is soaked (macerated) in water for a few days. After the pericarp is removed, the seed is dried and sown in a nursery bed. Cuttings are taken from the ends of older vines which have a growing terminal bud and either planted directly in the fields during the rainy season or raised in nursery beds until roots have developed sufficiently to permit transplanting. The young stems produce numerous rootlets on their swollen joints, and with these the pepper vine attaches itself to the support tree or prop. When the young plants are about two feet high, their ends are nipped off to induce



Young pepper garden on isle of Banka, showing climbing poles

the growth of more lateral shoots. Manuring is advisable. Frequently pepper is cultivated in conjunction with gambier, the leaves of which shade the ground and, falling off, fertilize it. When the pepper vines are about three to five feet high, they should be coiled around the lower part of the support prop and covered with soil. This strengthens the plants and makes them more vigorous. A healthy plant should cover the support with a dense mass of foliage.

In many instances, particularly on the Malabar coast, the raising of pepper as a native garden crop is undertaken on countless small lots. The natives clear the jungle of brush and use the remaining large trees to support the pepper vines. For planting they prefer cuttings to seed. Five cuttings are usually planted in a semicircle around a tree. In about two to three years the vines develop, but a real crop is raised only in the fifth or sixth year. The life span of a plant is twenty to twenty-five years at most; then productivity diminishes rapidly. No fruit should be picked before the plant is fully grown, but it is advisable to trim off the fruit spikes frequently in order to stimulate plant growth.

HARVESTING

The vines flower in April-May. Development of berries on the spikes depends upon weather conditions, intermittent rain succeeded by sunshine producing best results. Since the berries do not ripen uniformly, each spike is detached from the plant when a few of the green berries have turned red. A spike of normal size has about fifty berries attached. For harvesting the natives use ladders and collect the berry-laden spikes in baskets.

Depending upon local climatic and weather conditions, harvesting takes place in September-November. There also exists a smaller harvest earlier in the year.

The harvested spikes are spread on bamboo mats and dried in the sun. When completely dry, the berries, which have become black and shriveled,

are broken off the spikes either by hand, by threshing with sticks, or by stepping on the clusters with naked feet. The latter method is supposed to be the most efficient and quickest, entailing a minimum of waste. Finally, the berries are sifted, freed from dust and leaf particles by winnowing, and often hand-picked according to size and appearance.

At three years of age, a pepper plant produces about five pounds of black pepper; when in full production, ten to twelve pounds.

Black pepper is nearly globular in shape and slightly variable in size. The color ranges from dark brown to black. Each corn holds a single seed within its wrinkled coat.

White pepper is obtained by removing the dark coating of the dried black pepper. For producing it, the largest, ripest berries are selected during the harvest and set aside for special treatment. When planning to produce mostly white pepper, the growers postpone the harvest for a short time until the berries are more mature and larger. However, if left on the trees too long, overmature berries would drop off and thus part of the crop would be lost. The harvested spikes are dried and the berries removed. The latter are then macerated for a few days in water until the coating is loose and, finally, tramped underfoot while still in the water. The coatless white berries are finally dried in the sun and winnowed.

COMMERCIAL GRADES OF PEPPER

1. *Lampung Black Pepper*

This is the most popular grade, large quantities of which are consumed in the United States. The main supply for grinders, it is grown in the Lampung district of southern Sumatra and shipped mainly from Batavia. The grayish, red-brown shell of the small berry is shriveled and wrinkled but solidly attached to the berry. Its flavor is more pungent than aromatic.

2. *Muntok White Pepper*

It is produced on the island of Banka near the southeastern coast of Sumatra. The shipping port is



In well maintained pepper gardens the cylindrical shoots reach a formidable height. At left are plants in the Lampung district of southern Sumatra; center, a close-up of pepper shoots; right, gathering pepper with the use of tripod steps, also Lampung

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Muntok on the island of Banka. This is the most popular grade of white pepper consumed in the United States. Appearance and aroma are good.

3. Tellicherry Black Pepper

Originating from the northern Malabar coast of Southern India, this is considered one of the finest grades of black pepper. Its flavor is characteristically aromatic but less pungent; its color reddish brown. The corns are large enough to be sliced. For this reason considerable quantities used to be shipped to Italy for employment in native dishes, especially sausages of the salami type. San Francisco and Los Angeles, too, imported small quantities of this pepper, mainly for use in canning.

Harvesting takes place in November-December; the crop moves in February. Shipping ports are Tellicherry, Calicut and Cochin. The size of the annual crop varies from 7,000 to 8,000 tons. The price is higher than that of Lampong and Alleppy pepper, for which reason exports have fallen off during the last few years. However, under present conditions it is quite possible that this grade will come again to the fore. The Malabar coast produces practically no white pepper.

4. Alleppy Black Pepper

Less bold than Tellicherry berries, this quality is lower priced. The flavor is characteristic and aromatic but less pungent than that of Muntok pepper.

The harvest in Travancore takes place October-November, and the dried berries reach the shipping port of Alleppy in December-January. Average yearly production varies from 9,000 to 10,000 tons. The berries produced in the district of Muvattupuzha-Thodupuzha-Palai are round, smooth and heavy. Known on local markets as "Eastern Pepper," they usually command a premium over "Southern Pepper," the berries grown in southern Travancore which are slightly larger but light and shriveled.

5. Singapore and Penang Black Pepper

Somewhat resembling Lampong pepper, Penang pepper is bolder and more grayish in color than the Singapore grade. The latter quality is not always uniform because a large portion of it originates from Achin on the island of Sumatra, Singapore serving only as transshipping port.

6. Saigon Black Pepper

Produced in French Indo-China, this pepper has always been exported mainly to France. It has a very aromatic but less pungent quality.

7. Madagascar Black and White Pepper

These grades are also of good quality and have been exported mainly to France.¹

CONSTITUENTS OF PEPPER

Black pepper contains:

22 to 42 per cent starches,

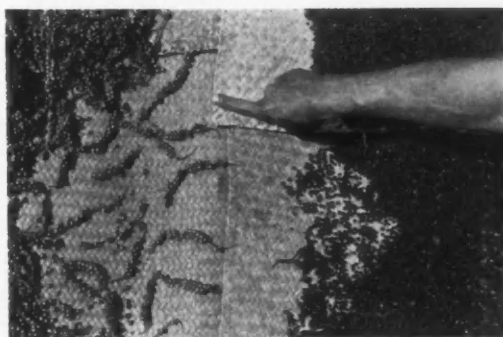
5 to 8.25 per cent piperine, a crystalline alkaloid, and chavicin, a resin of pungent flavor,

1 to 2.6 per cent essential oil,

8 to 13 per cent moisture.

Previous to distillation, the pepper is crushed.

¹"Madagascar Pepper and Cinnamon," Ernest Guenther, *Spice Mill*, July and August, 1938.



Bunches of pepper are shown at left; pepper grains, at right

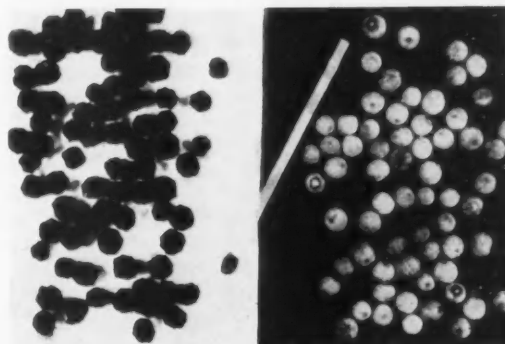
Some distillers use as raw material pepper dust and siftings (which consist mainly of skins) resulting from the preparation of white pepper. Such oil, however, has a coarser, harsher odor. Distillation is usually carried out with live steam. During the process there is a development of NH_3 , resulting probably from the decomposition of alkaloids.

Depending upon the age of the spice, the yield of oil varies from 1.0 to 2.8 per cent. It is advisable to use relatively fresh, dried pepper because old pepper, which has been stored too long, contains less essential oil. Long transport of the spice in hot ship-holds doubtless causes some loss of oil by evaporation. Therefore, during his stay in Madagascar, a few years ago, the writer made arrangements to have pepper distilled in the producing regions. The first results were indeed very promising: the yield was higher and the oil of exceptionally good quality. Unfortunately, the experiments were interrupted by the war.

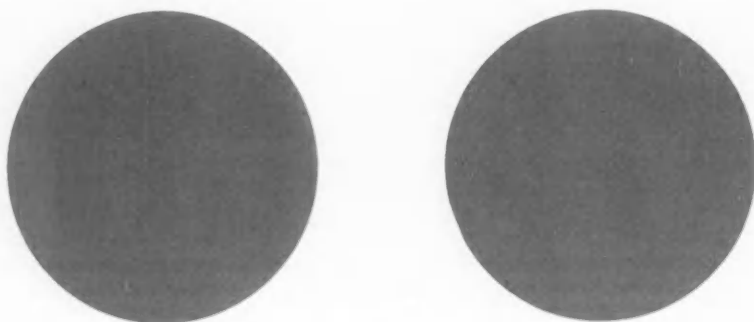
The oils distilled in Madagascar were analyzed in our laboratories and showed the following constants:

Specific Gravity at 15°C.	0.874 to 0.886
Optical Rotation	+0°56' to +1°55'
Refractive Index at 20°C.	1.4818 to 1.4870
Saponification Value	1.8 to 3.7
Phellandrene Test	Only slightly positive
Color	From light green to green

Interesting is the dextro-rotation of these Mada-



Black pepper becomes white when dark dried coat is removed



A variation of 50% in the strength of some dye mixtures may be hardly perceptible even to a trained eye.

Traces of impurity amounting to less than 1/1000 of 1% are often sufficient to make a difference in the quality of a perfume odor and may be noted by an untrained nose.

In these days of shortages when substitutes are often necessary it is especially important to use every source of experience and painstaking skill before adopting any changes.

It is equally essential to have reasonable assurances that materials used in new perfumery compositions will be available, thereby limiting the risk of future ununiformity.

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Bush Aromatics INC.

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NEW YORK, N. Y.

gascar oils. Odor and flavor were exceptionally good.

The constants of oils distilled in our New Jersey factory from imported black Lampong pepper varied between the following limits:

Specific Gravity at 15°C.	0.874 to 0.880
Optical Rotation	—13°30' to —15°38'
Refractive Index at 20°C.	1.4812 to 1.4840
Saponification Value	0 to 2.0
Phellandrene Test	Strongly positive
Color	Pale to medium green, usually with a bluish tint

Characteristics of these oils is their relatively high laevo-rotation.

CONSTANTS OF SAIGON BLACK PEPPER

The constants of oils distilled in our French factory from Saigon black pepper varied between the following limits:

Specific Gravity at 15°C.	0.880 to 0.884
Optical Rotation	—2°40' to —3°36'
Refractive Index at 20°C.	1.4849 to 1.4877
Saponification Value	1.9
Phellandrene Test	Positive
Color	Greenish

Characteristic of these oils is their low laevo-rotation. The oils have a very good odor and flavor.

Dust and siftings of pepper distilled in our French factory yielded only 0.85 per cent and 1.14 per cent oil respectively. These oils showed the following constants:

	Dust	Siftings
Specific Gravity at 15°C.	0.911	0.911
Optical Rotation	—2°0'	—1°20'
Refractive Index at 20°C.	1.4980	1.4961
Saponification Value	2.8	7.5
Phellandrene Test	Negative	Negative

Characteristic of such oils are the relatively elevated specific gravity, refractive index and saponification value and the low laevo-rotation. These features, as well as the low yield, may be explained by the evaporation of terpenes, especially phellandrene, on the large surface of the material.

SOUND BERRIES GIVE BEST OIL

Odor and flavor of the oils from siftings and dust were not quite as fine as the odor and flavor of oils distilled from sound berries.

In general it can be said that all pepper oils, except those distilled from dust and refuse, have about the same specific gravity, saponification value and refractive index. The main difference lies in the rotation, a high laevo-rotation probably being due to the presence of a higher percentage of phellandrene which is strongly laevo-rotating.

This contention is borne out by the odor and flavor characteristics of the respective oils.

CHEMICAL CONSTITUTION

Surprisingly little is known about the chemical constitution of oil of pepper. According to our present knowledge, the oil consists mainly of terpenes and sesquiterpenes, and contains only small quantities of oxygenated compounds.

1—phellandrene²

dipentene; it has not yet been proven whether dipentene is present as such in pepper oil or whether it is formed by the repeated fractionating of phellandrene.

caryophyllene, identified by Schreiner and Kremers.³

The most dangerous adulterants are phellandrene, dipentene, limonene, and caryophyllene, most of which occur naturally in the oil. If skillfully added, such compounds can hardly be detected chemically; therefore, only an expert is able to judge the quality by organoleptic tests.

EMPLOYMENT

Oil of pepper is employed extensively for flavoring all kinds of food products, for instance sausages and canned foods. It is also used in beverages. Furthermore, it finds application in perfumery, particularly in bouquets of the oriental type to which the oil imparts fine, spicy notes difficult to identify.

OLEORESIN PEPPER

While the oil of pepper consists only of the volatile aromatic principles of pepper, the so-called oleoresin contains both volatile and fixed constituents, the latter being responsible for the strong pungency of pepper. Oleoresin of pepper is prepared by systematically extracting ground pepper (black or white) with volatile solvents, particularly alcohol, and driving off the solvents in vacuo. The resulting, often solid product is the oleoresin; like the spice, it is employed for all kinds of flavoring where true flavor and pungency are desired.

Reduce Ice Cream Flavors

VOLUNTARY cooperation of the ice cream industry with the Dairy Product Section of WPB has resulted in more or less general agreement to reduce the number of flavors of ice cream to not more than ten as compared with 26 and 28 in some cases previously. This limitation is not mandatory but the effect is the same.—*Food Materials & Equipment*.

Life is a chessboard, upon which we are the animated chessmen, and the fact that we find ourselves stalemated should not be cause for worry or disappointment. We can clear the board and start a new game, profiting by the experience we have gained in the last one.—*Howard S. Neiman*

² *Bericht Schimmel & Co.*, Oct., 1890, 39.

³ *Pharm. Archives* 4 (1901), 61.

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MAKING MODERN SHAVING CREAMS

Requirements of a good quality shaving soap . . . Principal differences in methods of manufacture . . . Shaving powders . . . Newer angles on advertising these products

by DAVID I. DAY

SOME twenty-five years ago at a convention attended by soap manufacturers, a speaker made the statement that shaving soap makers' skill was a dependable criterion of efficiency . . . it might be considered as the yardstick of the industry.

At that time not many people took exception to the statement. It seemed to represent a common sentiment. This sort of skill probably still appeals to a few as a noble accomplishment.

The truth is that it is as easy to turn out a batch of superior shaving soap as to make any other type of superior soap. An examination of the formulas used and the methods employed in this work indicate no special mysteries. Using the right ingredients and modern equipment, supported by a desire to make a good product, usually will result in a creditable commodity, one that will please the barber and the self-shaver alike.

CHARACTERISTICS OF SHAVING SOAP

A shaving soap is made to do a particular job. It should make a heavy lather without gumminess. The lather must remain moist and pliable on the face even to the end of a slow shaving operation. After many years of experimentation, the soap industry has produced what is desired, a soap that is softer than most others and, thus, much more soluble, tending to stick more readily to the skin. It is by nature a neutral soap because free alkali would aggravate the normal irritation of the skin under the shaving process.

Commonly found in the trade today are the circular bar, the stick and pulverized shaving soap.

Pulverized shaving soap is commonly called shaving powder. There are variations such as the filled mug of poured soap, so frequently featured at Christmas, Father's Day, and at other times as gifts for men. These soaps may be manufactured either as full-boiled or semi-boiled products.

IMPORTANCE OF STEARIC ACID

In an interview last March with a well-known soap company executive, the idea was developed at length that the composition of a shaving soap is of supreme importance. It is impossible now to produce the desired soap without the use of considerable amounts of stearic acid. In the centuries of shaving soap development, nothing has been found that can replace it in making the right kind of shaving lather.

At first, stearic acid was objectionable because it made the soap too hard and brittle. To remedy this, it was found that the soap texture could be softened by the use of potash in place of soda lye, some glycerine and more coconut oil. The glycerine, having a purpose in the soap, is not therefore to be removed in the saponification process. In short, by the addition of these substances, the correct shaving soap texture was obtained without destroying lathering properties.

GOOD SHAVING SOAP FROM SMALL PLANTS

Even in very small soap plants, excellent shaving soaps can be made. A case in point is covered in a current report from Los Angeles. A small plant in that territory has won considerable public

favor with its product. This is a full-bodied soap. The workmen charge the soap kettle with three parts refined stearin, one part coconut oil and one part white tallow. The tallow and stearin are put in first and saponified with caustic potash lye. Then the melted coconut oil is put in, the saponification is continued and completed with caustic soda lye. The small amount of free alkali present at this stage is neutralized by adding melted stearic acid, in excess to super-fat to about 2 per cent or more.

For best results, a soap of this character is to be dried at a low temperature and with an abundance of air. As is true of all forms of shaving soap, it is soft and cannot take much drying heat without showing signs of melting.

FORMULA FOR SEMI-BOILED BAR

A common formula for making semi-boiled bar shaving soap is to use 180 pounds white tallow, 108 pounds cochin coconut oil, 207 pounds double-pressed stearic acid, 132 pounds soda lye 40° Bé. and 106 pounds potash lye 38° Bé. This batch is made in the following manner. The tallow and coconut oil are placed in the crutcher and heated about 110-120° F., the soda lye is added and saponification started, after which the potash lye is added, and finally melted stearic acid is run in. The crutcher is heated by steam to about 150° F. until saponification is complete. The success of each batch depends considerably upon the thoroughness of the mixing job. The free alkali to be revealed by test is neutralized with stearic acid. The result is the barber's delight—a soft, non-irritating soap, with the maximum ability to produce a rich heavy lather.

The cold process is employed in the making of a satisfactory shaving soap using 400 pounds white tallow, 77 pounds cochin coconut oil, 25 pounds stearic acid, 10 pounds silicate of soda, a solution of 5 pounds sodium thiosulphate in 5 pounds of water, 3 pounds of perfume, and 125 pounds of potash lye 39° Bé. The customary procedure is to heat the tallow and coconut oil to 125° F. in the crutcher, add previously melted stearic acid, run in the potash and soda lye, and crutch to a satisfactory consistency. In order are added the silicate of soda, the sodium thiosulphate solution and the perfume. Again, thorough mixing is a matter of prime importance before the crutcher is emptied into the frame.

SHAVING SOAP IN MUGS POPULAR

Either of these soaps is suitable for shaving mug bars, after the completion of milling and plodding. If the consistency is unsatisfactory, it can be changed by adding necessary amounts of regular tallow soap base. Either can be used in wooden mugs as gift soaps. In such containers, soaps have met unusual consumer acceptance in England and in Scotland, and more recently in our own land. During the last holiday season in the United States, a great many filled china mugs were retailed as



More self-shavers are indicated, thus more shaving soap sales

yuletide gifts. Among the most popular were shaving soaps with a pronounced spice flavor.

It is a common belief among retailers that the widespread desire for imitation china of old American patterns will influence the shaving soap market a little. Quite likely, soon there will appear many different kinds and designs of decorated mugs with good quality shaving soap in them. Heretofore, container appeal has made sales. But to keep the cash register ringing, the soap must be good.

CREAM COLORED SOAP RANKS HIGH

In filling mugs with any of the suitable soaps, it must be borne in mind that the soap must be poured rather hot. It should at least be fully fluid. A little more glycerine than usual should be added to the crutcher—and a little more perfume. The soaps sold now in filled mugs are of cream color. The present taste of the American customer calls for this color but there is some speculation going on as to the reception awaiting a snow-white shaving soap of this type. A good white cold process soap of this nature can be made from 1010 pounds stearic acid, double-pressed; 280 pounds cochin coconut oil, 550 pounds potash lye 50° Bé., 80 pounds glycerine C.P., and 40 pounds soda lye 35° Bé. The base is framed, milled, plodded, perfumed and whitened with titanium dioxide.

Whether there is, or can be developed, a demand for a white soap such as this is unpredictable. There was a time when it was somewhat popular. It might be, for instance, that overseas our fighting men would find white soaps pleasing, thus creating an after-war demand at home. Some packaging experts say that a white shaving soap sold in cream-colored mugs might "make a hit" in the near future. It even has been suggested that a perfectly white soap in a red and blue mug might make an appearance this coming yuletide with some assurance of a welcome reception. In all these suggestions and surmisals, there is a certain amount of merit. We know for certain that future tastes in

this field cannot be forecast reliably in these troubled times.

A great many barbers have preferred shaving powders over shaving soaps. They argue that a pulverized soap possesses certain sanitary advantages which are important nowadays with the barber situation so completely revolutionized in so many localities. State barber commissions have been set up by law in some states with power to issue licenses, make inspections, call for physical examinations, all with considerable emphasis upon sanitation.

In some parts of our country, it seems that the barber shop demand will increase for shaving powders and that the demand will decrease for bar shaving soaps. The shaving cream popularity among the younger self-shavers also tends to depress the bar soap business. For a year or two, all shaving products felt the adverse effects of the electric razor.

POST-WAR TO BRING SHAVING BAR TO FORE

But after the war, there may be a very strong turn in the tide. A number of factors indicate that the old-time economical bar shaving soap will be at the top of the heap again. Unquestionably, it is good policy now for manufacturers to bend every effort to make this type of soap as good as it can be made. Economics may start the pendulum swinging toward the shaving soap in bar form but the quality must be in the bar to keep it swinging. Many keen observers anticipate the approach of a time when the younger generation of men will learn to use the straight-edge razor again—and when the 5-cent bar of shaving soap also will be used by them.

A very excellent shaving powder is made of 113 pounds cochin coconut oil, 140 pounds soda lye 35° Bé., 170 pounds potash lye 50° Bé., and 550 pounds stearic acid. This product is made in a crutcher, dried at low temperature, and pulverized with the addition of 25 per cent tallow soap chips and about 6 per cent talc during the pulverizing operation.

BARBER TRADE PROBLEMS BRING HOME SHAVES

We have mentioned legislation resulting in barber boards of one type and another. These are essentially state commissions hoping to make barber shops more sanitary, to encourage better tonsorial service and to more completely "professionalize" the barber trade. At the same time, the sponsors of such legislation have not been unmindful of prices. In a great many states, the first step was to further unionize the licensed barbers and to increase barber rates. Independent groups have gone into courts to fight these new laws. Newspapers are printing articles on the operations of "bootleg barbers"—unlicensed men doing barber work and making no charge. The customer merely makes his barber a little gift.

With all this agitation, resulting from some of the laws being found unconstitutional, there has been much letter writing to newspapers on both sides. In some communities, the bootleg barbers,

out of business legally but in business actually, have virtually closed licensed shops or made it difficult for licensed men to make a living. In other communities, where highly-paid defense workers are numerous, there has been little unfavorable reaction to the 25-cent shave. In the larger cities, of course, such prices have prevailed a long time. It is in the small towns and among the farmers that the price shoe pinches.

CONSUMERS PURCHASE SHAVING TOOLS

Many thousands of men have sharpened the old razor and the family shears, too. Merchants in small towns have done in many instances a land-office business in old-type razors, safety razors, razor strops, and shaving soaps and creams. In all probability, when the war is over and the average income drops, there will be a still greater increase in the number of self-shavers.

It might be well for shaving soap manufacturers to observe these trends carefully and to advertise more in the farm press and in the many newspapers having a wide rural and small-town circulation.

OPA Regulates Soap Size, Quality

HOUSEHOLD soaps and cleaners must be the same weight and quality as those delivered in the 30-day period ending July 17, according to a recent OPA regulation which became effective July 21. The order, which is the first one setting up standards as a part of price control, provides that there can be no lessening in the quality or usefulness of the products as well as no diminishing in the size of the cake or package. Toilet, laundry, flake, chip and granulated soaps are covered. The order provides for exceptions in cases where manufacturers are ready to introduce new types of products, as long as the spirit of the regulation is not violated.

Salt in Cold Process Soaps

COMMON salt is one of the most useful preservatives for cold process toilet soap and has the advantage of being inexpensive and causes no complications during superfatting or perfuming. The addition of 1 per cent sodium chloride should prove sufficient for most practical purposes and it is advisable not to exceed this percentage, otherwise there is a danger of the soap becoming too brittle. If increase in brittleness is noticeable, then compensation should be made by incorporating some inexpensive softening agent in the soap, such as resin or a simple superfatting additive, e.g., mineral oil or lanolin, preferably the latter.

Various workers have reported on the difference shown in the ability of common salt to retard fungoid growth when present in different soaps. Best results are obtained in the case of coconut oil soaps and worst results for mixed (palm oil and ground nut oils, etc.) oils. In all cases, however, sodium chloride can be relied upon to give useful protection in the case of all cold made soaps.



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Novelty perfume bottles ranging in size from one-half dram up to one-half ounce and decorated with attached flower designs have been introduced by Glass Industries, Inc., New York, N. Y. The bottles are hand blown and it



Bottles with attached flower decorations

is not necessary for the buyer to have molds made, it is pointed out by the manufacturer. The figures on the bottles simulate various flowers in natural colors and are fashioned from small sea shells. The bottles come in a wide variety of shapes and designs.

Emulsifying agent

An emulsifying agent known as Mulag, which is used in making emulsions of various kinds, will be found to have many uses on the cosmetic and allied trades, according to Pfaltz & Bauer, Inc. Full details about it will be sent on request.

Oil absorbent

For removing oil from floors, Speedi-Dry, a granular oil absorbent, is offered by the Waverly Petroleum Products Co. It is claimed to have such a strong affinity for oil and grease that its regular use draws old stains from floors.

Oil Fir Canada

A very interesting new product, Oil Fir Canada, is announced by W. J. Bush & Co. (Canada), Ltd. The oil is produced from needles of coniferous trees which grow abundantly in the Dominion. It has the fragrant and refreshing odor of fir trees that is powerful and persistent. It should find a ready reception for use in bath preparations, aromatic sprays for theatres, in soaps and wherever a rich fir note is desired. Full details about it together with a working sample will be sent on request.

The proper colors to use

Color can make your merchandise or product look clean or light or solid or dull or small and if right it will in-

crease sales, states Arthur S. Allen, specialist in color plans and designs for industrial uses. According to an announcement, there are about 6,000 classified colors in his laboratory. From these, color plans and sketches are selected for any particular product. Full details about the service and how it may be utilized to best advantage by cosmetic, soap and flavor manufacturers will be sent on request.

Stamps for repeat sales

An interesting idea to encourage repeat sales by means of pictorial stamps is offered by the Schilling Press, Inc. The idea has been successfully employed, it is pointed out, by Columbia University and a number of leading business concerns, and as a result it has been decided to extend its application to the cosmetic and soap industries. The pictorial stamps are created by the Schilling Press to appeal to consumers, and in a number of instances they are genuinely artistic. Already, it is stated, there are more than a million collectors of such stamps in the United States and the idea appears to be gaining in favor. Samples of pictorial stamps as well as full details as to how they may be employed to encourage repeat sales may be had for the asking.

Announcements

Roure-Dupont's patriotic calendar

A strikingly beautiful and patriotic wall calendar, 20x44 in., beginning with July 1942 and ending with December 1943, is being distributed to its customers by Roure-Dupont, Inc., 366 Madison Ave., New York, N. Y. The painting by J. W. Schlaikjer, which is reproduced in excellent lithography, shows an American warrant officer and an American workman unfurling the American flag. In the background is shown a picture of the head of the Statue of Liberty. Under the picture is the slogan, "Let's Back Them Up!" and below the calendar pad: "Everybody every pay day 10% in War Bonds." Incidentally the company's employees are enrolled 100% on a regular payroll war bond purchasing plan. The name and address of the company, without any advertising, appear in small type at the bottom of the calendar.

Ceiling prices for raw materials

The ceiling price for each article in the latest price list of Fritzsche Brothers, Inc., 76 Ninth Ave., New York, N. Y., is

given regardless of whether it is available for sale at that figure. This is done in accord with the spirit of the General Maximum Price Regulation. All orders, it is pointed out, are subject to the restrictions of regulatory orders of the OPA, WPB and other government agencies.

OPA service

Federal Regulations Publishers are offering a loose-leaf service with semi-weekly releases of last minute material on the rulings of the Office of Price Administration in the fields of price control, rationing and rent control. OPA itself, it is stated, recognizing its own need for an orderly presentation of its fast accumulating mass of orders, schedules, rules and interpretations, has placed a quantity of orders for the service.

Matheison anniversary book

In commemoration of its fiftieth anniversary the Matheison Alkali Works, New York, N. Y., has issued an anniversary book, "Fifty Years of Chemical Progress." A limited number of bronze medallions also were made for distribution among friends, customers and employees of the company.

Consolidated's silver anniversary

A quarter century of service to industry features the latest issue of *Consolidated News*, the house organ of the Consolidated Products Co., Inc., 15 Park Row, New York, N. Y. The issue is devoted largely to the silver anniversary of the company which, in a dignified manner, points to its record of 25 years of constructive service that finds jobs for idle plants, machines and men. A number of conspicuous examples of how this has been done are cited.

Franks stearates

An unusually interesting and useful booklet of 28 pages, covering the twelve stock products manufactured by Franks Chemical Products Co., Inc., has been issued by the company. In it will be found a description of stearates and their properties in general, properties and uses of the stearates offered by the company, analyses of Franks stearates by independent analytical chemists, comprehensive analysis chart compiled from the analyses, physical properties and uses of Franks stearates, solubilities, practical advice on formulation, a list of products whose manufacture entails the use of stearates and analytical data with methods of analysis. The information contained in the booklet is of a practical nature and is presented in a most convenient form. Copies may be had on request.

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Essential oils produced in U. S.

A comprehensive book listing and describing all essential oils grown and distilled in the United States is soon to be published by Magnus, Mabey & Reynard, Inc., New York, N. Y. Prefacing the detailed listing is a message urging that American industry make itself independent from foreign sources of supply to as great a degree as possible. Copies of "Essential Oils and Kindred Products Grown and Distilled in the U. S. A." may be obtained by writing to the company at 16 Desbrosses St., New York.

Help in trying times

For almost a century and a half through many other trying times, the Dodge & Olcott Co., 180 Varick St., New York, N. Y., has supplied the needs of its customers. Accordingly, it invites its customers and others to submit to it any problem relating to the use of aromatic raw materials, flavor bases or perfume compounds. This is pointed out in the latest wholesale price list which has just been issued.

Map of the world and time chart

A colored map of the world which includes a time comparison chart, 24 x 18 in., is available on application to Innis, Speiden & Co., 117 Liberty St., New York, N. Y. The obverse side describes gums, waxes, absorption bases and other raw materials offered by the company.

New Catalogs

Industrial uses for milk is the subject of a 22-page booklet issued by Sealtest, Inc., a research division of the National Dairy Products Corp. A copy may be had for the asking.

Lower cost per container bottling equipment is the way the Pneumatic Scale Corp. Ltd. describes its line of semi-automatic bottle cleaners, automatic vacuum fillers, cappers, labeling machines and allied equipment in bulletin S105 which will be sent on request.

Conveyors oval chains made by the A-1 Bottling Machinery Co. are illustrated and described in an 8-page leaflet which will be sent to anyone interested on application. Conveyors for bottles, packages, cans, etc., with hinged sections for passageways and with curves, etc., are illustrated.

Bump sanitary pumps of variable capacity with a totally enclosed

motor are illustrated and described in a leaflet issued by the Bump Pump Co. which will be sent to anyone interested on request.

Automatic water stills, manufactured by the Barnstead Still & Sterilizer Co. for all distilled water requirements, are illustrated and described in a leaflet which will be sent to anyone on request. The stills operate on steam, gas, electricity or kerosene and capacities range from 1/2 to 500 gals. of distilled water per hour.

Books to Aid You

THE LAST WORD IN MAKE-UP. Dr. Rudolph G. Liszt. 5 x 7 1/2 in., 107 pages, 125 illustrations. *Dramatists Play Service*, 1942. Price \$1.65.

This work is intended to be a simply written and practical guide book on the subject of make-up. The author is a professional practitioner of long experience and is well known for his numerous contributions to magazines and newspapers on the subject. Of the illustrations 45 are unretouched photographs and 80 are illustrations by the author who is an artist with the pencil, pen and brush on canvas. To that native talent he has added years of study of human anatomy, stage lighting and photography and the science of using cosmetics. The book is logically arranged in this sequence: Primary Course in which basic principles and materials are discussed; Secondary Course, Advanced Course, Special Advanced Course, Theatrical Special Advanced Make-Up Technique; Post Graduate Course; and A Make-Up Chart from A to Z at a Glance. Every feature is fully treated and practically every detail of the art of make-up is simply, directly and adequately covered.

WAR GASES. Morris B. Jacobs. 6 x 9 in., 180 pages. *Interscience Publishers, Inc.*, 1942. Price \$3.00.

The identification and decontamination of war gases is of utmost importance to gas identification officers, war gas chemists, decontamination officers, health officers, air raid wardens and others dealing with defense against poison gases. The foregoing subjects are presented so as to be of practical use and the author is to be congratulated on the thoroughness with which he has treated the subject as well as for his lucid style. An idea of the contents of the book may be had from some of the chapter headings: Classification of Chemical Agents, Physical Characteristics and Physiological Response of

the War Gases, Effect of War Gases on Materials, Water and Food, Sampling, Detection and Determination of Arsenic, Confirmatory Tests and Decontamination. Conversion tables for gases and vapors, physical constants of the chemical warfare agents, order of toxicity of the war gases, most important war gases of World War I, and military symbols and names for war gases are given in the appendix.

SELF RATING SCALE FOR LEADERSHIP QUALIFICATIONS. Eugene J. Bengel. *National Foremen's Institute, Inc.*, 1942. Price 25 cents.

This scale is probably the most practical and helpful executive evaluation system yet devised. It gives points to consider in the handling of subordinates as well as of the executive himself.

MANAGEMENT STRATEGY IN COLLECTIVE BARGAINING. Prepared by the staff of *Executive's Labor Letter*. 7 pages, type-written form. *National Foremen's Institute, Inc.*, 1942. Price \$1.00.

This is a frank report to management on the vital importance of good bargaining tactics. Subdivisions of the letter are: Why Good Bargaining is So Necessary Now, Who Should Represent Management, What Management's Strategy Should Be, Let the Union Lead Off, Suggestions for Bargaining, Dangers of Collective Bargaining Through Company Union and What Good Bargaining Can Accomplish for You.

DUPONT—ONE HUNDRED AND FORTY YEARS. William S. Dutton. 9 x 6 in., 396 pages. *Charles Scribner's Sons*, 1942. Price \$3.00.

This work is a history of the men, the materials and the events which merged to give individuality of a high order to one of the great American corporations, E. I. duPont de Nemours & Co. Since 1802 when Eleuthere Irenee duPont de Nemours, a refugee from France, established a factory in Wilmington for the manufacture of gunpowder through the first World War when the company supplied one and a half billion pounds of explosives to the Allied armies including 40 per cent of the smokeless powder fired by Allied guns to the present, the history of the company and the men who made it are presented in a fascinating, readable narrative. After World War I the company devoted more attention to products other than explosives and as a result its name is identified with many chemical products including aromatic chemicals for the perfume and soap industry. Executives of the company collaborated with the author so that the work is virtually an inside view of the great concern.

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AMONG OUR FRIENDS

▶ Albert J. Dillinger, perfumer for van Ameringen-Haebler, Inc., New York, N. Y., marked his 27th year in the industry June 28. In honor of the occasion, he was presented with an engraved gold watch by A. L. van Ameringen and Dr. W. T. Haebler. Mr. Dillinger who formerly was with Morana, Inc., joined van Ameringen-Haebler in 1929 when Morana was merged with the latter company.

▶ Dr. Ralph S. Swinton, chief chemist for W. J. Bush & Co., New York, N. Y., for the past 41 years retired July 1 because of ill health. Dr. Swinton is recognized as one of the leading essential oil chemists of the United States. He was in charge of the laboratories and factory of the company at Linden, N. J., from the date of its inception. Dr. Swinton is a native of Scotland and was graduated from the Herriot School in Edinburgh, and soon after joined the organization of W. J. Bush & Co., Ltd., in London. In 1901 he came to the United States to take charge of the Linden, N. J., plant which was opened in that year. In 1926 he was elected a member of the board of directors. He made frequent trips to England and Europe and is one of the better known essential oil chemists in the United States as well as in Britain. Sons of a number of men in the organization who worked with Dr. Swinton have also found inspiration in working under him. Dr. Swinton also resigned as a member of the board of directors and in his place Montgomery St. Alphonse, of Montreal, has been elected.

During his years of service, Dr. Swinton has witnessed and taken a prominent part in the splendid development of the essential oil industry in the United States. Among the branches of the industry in which he is recognized as an authority is that of terpeneless and sesqui terpeneless citrus oils in which he pioneered in developing commercially. In his later years he contributed considerable work in the development of natural flavors and also perfected improvements in the commercial practice of distillation.

His family, of which Dr. Swinton is justly proud, includes four daughters and one son and ten grandchildren. One son-in-law is an alumnus of West Point and is now serving as a major in the U. S. Army, and another is a physician in the medical service.

▶ J. L. Hindle, vice-president of Standard Synthetics, Inc., New York, N. Y., recently returned from a trip to the

west coast. Considerable time was spent in San Francisco and Oakland with the company's agents, Furman & Borders Ltd., where Mr. Hindle found business fairly active, especially in the flavor field. After leaving San Francisco, Mr. Hindle called on the trade in Los Angeles, where he found much activity in citrus juices and citrus oils, mostly for government orders. On his return trip Mr. Hindle spent some time in Chicago.

▶ Mrs. Anne E. Gelvin, wife of Edward F. Gelvin of Roure-Dupont, Inc., New York, N. Y., was one of three women from New York selected to train to be administrative specialist in the W. A. C. at Des Moines, Iowa. Mrs. Gelvin was purchasing agent for Roure-Dupont, Inc., and for seven months was actively engaged in the First Fighter Command in New York City which afforded excellent preparation for the work she is now undertaking.

▶ Henry A. Weidman, secretary of P. R. Dreyer, Inc., New York, N. Y., was married to Miss Florence C. Samsel, July 8, in Jamaica, N. Y. Following the ceremony Mr. and Mrs. Weidman left for a honeymoon in Connecticut. They are now residing in Ozone Park, N. Y.

▶ Smith L. Rairdon, vice-president and general sales manager of the Owens-Illinois Glass Co., Toledo, Ohio, has announced two changes in the executive personnel of the sales force. William R. House has been transferred to Buffalo as acting branch manager during the illness of George W. Zingerle. William M. Robertson has been appointed to fill Mr. House's former position as assistant sales manager of the pharmaceutical and proprietary division.

▶ Jack Barrett, one of the managers of the W. J. Bush Citrus Products Co., National City, Calif., proved himself a leader in sports as well as in business when he recently won the president's cup in the annual golf tournament at the La Mesa Country Club, Santiago, Calif. Mr. Barrett turned in a score of 75 in the final round.

▶ Sydnor B. Penick, Jr., chairman of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, has been elected president of S. B. Penick & Co., New York, N. Y., succeeding his father who has been elected chairman of the board of directors.

Mr. Penick was graduated from Princeton University in 1925, one of

the youngest men in the class. Despite this he was elected to Phi Beta Kappa, an honor awarded only to the students maintaining the highest scholarship throughout the college course. Throughout his undergraduate days he took an active part in student affairs and was a member of the staff of the *Daily Princetonian* for four years. After graduation he joined S. B. Penick & Co. in a minor capacity and worked his way up through various departments to his present position.

▶ Mrs. Sally Hanson, president of the House of Hollywood, Los Angeles, Calif., and president of the California Cosmetic Assn., has returned to the coast after spending several weeks in New York where she visited a host of friends in the metropolitan territory.

▶ J. L. Slais has been appointed to take the place of George H. Becker, who is now serving in the army, as middle west representative for Ungerer & Co., with headquarters at 325 W. Huron St., Chicago, Ill.

▶ Thomas J. Beirne, formerly of National Can Corp., has resigned as chief, Can Section, Containers Branch of the War Production Board in Washington. He has returned to National Can Corp., and will make his headquarters in Chicago, Ill.

▶ Fred Hansen, of the Pixie Flavor Base Company, Los Angeles, Calif., and a brother of Allen Hansen, the head of the firm, joined the United States Army in July. He is an active member of the Flavoring Extract Assn. of California.

▶ R. Righton Webb, general manager of W. J. Bush & Co., New York, N. Y., and a director of W. J. Bush & Co., Ltd., London, England, has been elected a member of the board of directors of W. J. Bush & Co. (Canada) Ltd. of Montreal to promote closer cooperation between the American and Canadian companies. This aim is furthered by the fact that Montgomery St. Alphonse, director of W. J. Bush & Co., Ltd., of London, England, and general manager of W. J. Bush & Co. (Canada) Ltd., has been elected a director of the American company.

▶ Marshall Mundheim, chief operating executive of Jaquet, Antoine of Paris and Lightfoot Schultz, has been commissioned a first lieutenant in the Army Air Corps and is now stationed at Miami, Fla. For the duration his duties will be taken over by A. J. Caldwell, production manager of all three companies, and B. L. Marks, sales manager of Lightfoot Schultz.

▶ Miss Ruth Lupton Mills has resigned as sales manager of Elizabeth Arden.

NEWS FROM WASHINGTON

by ARNOLD KRUCKMAN, *Washington Correspondent*

No official answers to any questions on limitation order

Questions naturally are blizzarding upon Chief C. A. Willard and the WPB Toiletries and Cosmetic Branch from those who wish to know specific facts about the limitation order. The vast majority are clear and honest and straightforward efforts to find out something that sincerely worries the enquirer in regard to the way he may do business in the immediate future. Mr. Willard and Dr. Pacini and Dr. Dable sympathize with these people. But unhappily there have been some questions that are not as sincere and not as forthright. There are always some people in WPB experience who dress up tricky interrogations in innocent verbiage, and when the questions are answered offhand it is discovered the general effect is that they are treated as rulings. And naturally rulings have the effect of legality. So you cannot blame the WPB Toiletries and Cosmetic Branch people if they are just slightly gun-shy. The net result is that interpretations are few and far between at this stage of the proceedings, and that questions answered are those that obviously answer themselves, if the interrogator uses common sense. It is quite safe to say there are no official answers to any lists of questions which now have the approval of the WPB Toiletries and Cosmetic Branch. Any claim of approval or validation of such lists is simply not true, even if by chance they have been submitted to Mr. Willard or his associates.

Guiding principle in applying the order

By and large this is the situation which apparently answers most of the questions: whatever the retailer has on his shelves, if it was legal before the order was issued, is still legal and may be sold without let or hindrance. But the distributor is in a different position. There is a general impression here that some producers and distributors in the industry have busily stocked up in abnormal quantities the

past months, and now they naturally find themselves checked by the limitation order. They may sell anything they have, to all intents and purposes, and they may sell their wares in any container or package they have on hand, but they may not sell by volume more than they sold or produced in 1941, and they may not sell this volume packed in more than 90 per cent of the containers they used in 1941. If the producer and distributor remembers this as a principle he will usually be able to answer his own questions. Obviously if his wares come under either of the other categories, either 1, 2, or 3, his operations are restricted by the limitations set up in the bracket and that applies to his product. But the essential principle of non-interference otherwise applies.

Order does not affect brands, types of containers or ingredients

The order does not affect brands, types of containers, nor does it place any restrictions upon the ingredients the producer may use. He can make any changes he pleases, he can create an entirely new product, he can put out a new brand, use new types of containers, sell apparently a new perfume or cold cream or whatever he wishes to place on the market, *providing* he does not offer more total volume than he offered in 1941, and places his product in 10 per cent less containers than used in 1941. It should be quite clear there is no prohibition against new compounds, new packages, new combinations, if the total is within the limits set up by the order, or some few basic WPB orders that indirectly affect the industry.

When high pressure gentry let up, relief will come

Mr. Willard and his associates know, of course, that some distributors have prepared for the prospective holiday trade in a big way. They know that others hold relatively huge stocks in anticipation of the buyers' market everybody has told everybody else

must develop with the tremendous earnings everybody is expected to have during this calendar year. Most of these problems are serious and are the problems of sincere and honest business people. Many of them have stocked up on containers of all kinds in great quantities, to an extent that will produce a glut under the terms of the order unless there is some relief. Obviously the Toiletries and Cosmetic Branch has kept away from any discussion of these problems, and similar problems, even off the record, with extreme caution. Officials naturally say the producer who has overproduced, who has excessive stocks, must have known what he was doing because the WPB repeatedly issued warnings that a limitation order would be promulgated.

They have not evinced the slightest official sympathy for his plight. They have made no remote commitment on the suggestion that the yardstick of material volume should be changed to dollar volume. It should be remembered, however, WPB almost wholly consists of business men. They are men who know the problems of the producer and the distributor. The men in the Toiletries and Cosmetic Branch are particularly intimate with the problems of the industry. They do NOT want to harm the industry. Consequently, it would be reasonable to assume the confident hope that in due time, when most of the high pressure gentry have abandoned their efforts, the WPB people will carefully investigate the genuine problems that have arisen, and will devise such relief as is appropriate and normal.

Some in industry make nuisances of themselves

There are some folks in the industry who make nuisances of themselves by bemoaning their industrial and business fate. You and I know they have, by and large, little reason to complain. Under the leadership of Mr. Willard the toiletries industry has had a better break than almost any other industry that has been checked by a limitation

order. The order, as promulgated, scarcely places a restriction on the business that has not already been there. The weeping and the wailing and the general exhibition of beating of breasts to which WPB has been treated by a few representatives of the industry only creates acute irritation. Some members of another industry put on a similar wake, and stirred up the natural ire of the WPB Branch at interest to such an extent that the industry in question came within an ace of being tied up as tight as the proverbial drum. The counsel of an observer here who has seen many of these episodes is simple: if you have a good thing, let well enough alone.

Infinitely tougher times are coming—Shift in WPB

Always remember, there are infinitely tougher times coming. There may be very genuine reasons for the display of grief later. If you give your complete support to your friendly champions in WPB now, they will naturally support your cause later. There is a tremendous shift going forward in WPB under the surface. Nelson has fought to keep the WPB the dominant force in the war economy. Nelson is losing out. There is much doubt, very definite doubt, about the tenure of Nelson. He has been on the skids several times. The WPB patently is not well administered in the larger sense. The military sincerely believe they should dominate the war economy. There is every reason to believe they will make their ideas stick. The fighting leader on the military side is the strong man of Washington, Lt.-Gen. Brehon Somerville, who does the buying for the Army. Purely as a force many people here think Somerville is the strongest man who has appeared in this set up. The other man on the military side is Ferdinand Eberstadt, a New York banker and industrialist who is the civilian head of the Army-Navy Munitions Board. And the purely civilian force who is rapidly looming large is Henderson. The betting is that Leon Henderson logically will line up with the military group. The sequence is natural. Henderson thinks like the military. He simply says the way to win a total war is to wage total war. Thus far no one here has waged total war. The operation of total war simply means that everything is bent to serve the war, and that everything else is subordinate to war and war efforts.

No desire of military authorities to step on cosmetics or industry

There will be no desire or purpose among the military to step on toiletries and cosmetics and the industry. The

military program simply will wipe out anything that stands in the way of total war effort. There is no reason to believe the toiletries and cosmetic industry in any way stands in the way of the total war effort. It uses few of its supplies, and it can do without the people and facilities needed in the war effort. Therefore, if the industry gets in the current and does not buck the stream, it will have little trouble. It produces something that is regarded highly in military circles as a stimulant to general morale.

Alcohol is abundant but no change yet in allotment

Nelson told Congress that alcohol is abundant, that we have a large surplus, and that we have an extra producing surplus capacity of 300 millions gallons. Nelson opposed the passage of a bill for setting up a new agency to take charge of production of alcohol made from agricultural products. There has been no change in the allotment of alcohol to the toiletries industry.

Relative popularity of cosmetics checked by women for WPB

The recent check by WPB among women to index the relative popularity of cosmetics and toiletries, item by item, was largely conducted among the women employes of Army and Navy. As you know, lipstick and face powder came out on top. But the perfumes, toilet waters, cologne, and the whole gamut of fragrant products ranked so near the top that it was rather difficult to determine which really was tops. The others which were extremely popular were cold creams, hand creams, deodorants, nail polish, and talcum powder, also nail polish removers.

Consumers urged to sue price ceiling violators

It will be wise to remember that OPA is now encouraging consumers to sue violators of price ceiling regulations. They may sue for treble damages or for \$50, plus legal fees and costs. They are entitled to sue for the largest sum. OPA also has made it possible for soap producers to go ahead with their plans to bring out new products if the new types are improved and sell at the same price as those they replace. The gist of the recent order was to prevent soap producers from reducing the quality or weight of any soaps to comply with the price ceiling. OPA also issued the order which "rolled back" price adjustments on fats, greases and tallows to relieve the soap manufacturer. More than 82 per cent of all inedible tallows and greases go into soap. The "rollback" of 1c per

pound has been piled on the fat, grease and oil producer. Oiticica oil now comes into the United States duty free from Peru. Palm oil is to come to us from the Congo, if the plans enunciated here by Hubert Pierlot, the Belgian Prime Minister, are carried out.

Navy buying large quantities of cosmetics

Navy is buying large quantities of cosmetics of certain types. They are stocked in the ship's service stores and in naval communities, and some go on ships. The general buying policies for subsistence and similar supplies are administered actively by Capt. E. F. Ney, in the Bureau of Supplies and Accounts in Washington. Over in Army similar supplies come under the administration of Col. Paul P. Logan, and his assistant, Lt.-Col. C. F. Kearney, both of whom are noted as chemists, particularly in food chemistry. Their headquarters are in the Quartermaster Generals Department, and they have their offices in Temporary Building C, in Washington.

Increased tax on imported perfume—June excise tax

Congress also provides for an increase of the tax on imported perfume, doubling the present tax of \$2 per gallon to \$4. Retail excise tax on toilet preparations, collected for June, totaled \$2,077,187.28.

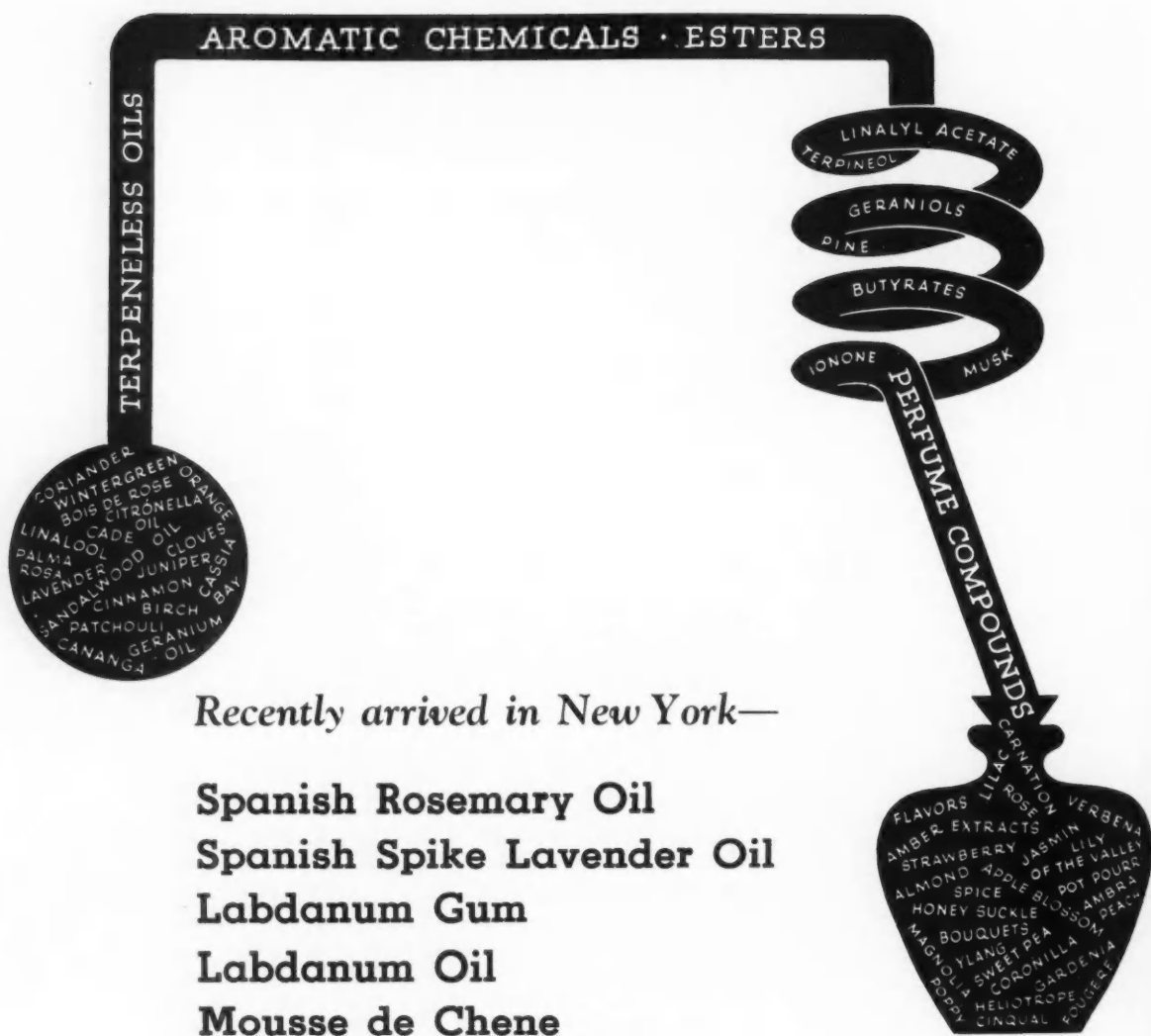
WPB interpreted Conservation Order M-127 to mean that hereafter spices such as cinnamon, peppers, allspice, cloves, ginger, nutmeg, and mace, must be translated from pounds of dry spices to pounds of concentrates which are made of the same spices.

Substitutes for critical packaging materials

WPB amended order L-20 restricting use of cellophane in cartons for windows in packages. Cellophane no longer may be used to wrap the package. Blackplate is prohibited to package health supplies, polishes, waxes, and liquid soap. Paper and wood caps are considered the most useful substitutes for metal. Glass as the container and paper as the cap are the dominant favorites at this writing to substitute for the standard materials.

J. B. Davis, of the Chemicals Branch of WPB, has been loaned to Brazil for the development of the babassu nut oil production in the Amazon area.

Dr. D. M. Crooks, well known to the essential oil industry, on behalf of the Department of Agriculture Division of Drug and Related plants, addressed the Second Inter-American Conference on Agriculture at Mexico City in July on drug and aromatic plants.



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58 August, 1942

The American Perfumer

NEWS and EVENTS

Five dollar-a-year men and one free from allied trades in WPB

Only one executive of the cosmetic industry is on the permanent dollar-a-year personnel of the War Production Board. He is K. H. Kalberer of Lorr Laboratories, Paterson, N. J. George A. Wrisley of the Allen B. Wrisley Co., Chicago, Ill., is the only other representative of the allied trades on this staff and he is regarded as a representative of the soap industry primarily. On the temporary dollar-a-year personnel, the names of Arthur W. Mudge of Organic Products, Inc., New York, G. B. Lambert of the Lambert Co., St. Louis, Mo., and Dr. Albert B. Pacini of Affiliated Products, Clifton, N. J., are found. All of the foregoing receive a dollar a year for their services. On the list of those serving "without compensation" the name of only one man in the allied trades of cosmetics, soaps and flavors is found. He is John D. Burger, president of Lorr Laboratories, Paterson, N. J.

Allied supply trades particularly in the container field are more generously represented in all three classifications.

New trade-mark bill likely to be made law soon

Trade-mark bill S. 895 very apparently will be enacted by this Congress. There is little opposition. When it becomes law owners of trade-marks will be compelled to file an affidavit registering their desire to take part in its benefits. The registration of a trade-mark will be accepted as constructive notice of ownership claim. All trade-marks registered and used more than five years becomes the owner's sole property. All trade-marks not certified as still in use after five years become null and void, the files are cleared, and the trade-mark may again be registered as new.

No restrictions on manufacture of gift or Christmas paper boxes

No restrictions on the manufacture of any type of paper box are contemplated and the use of gift and Christmas boxes are not prohibited, according to William W. Fitzhugh, Chief, Setup and

Folding Paper Box Section, Containers Branch of the War Production Board. This is in view of the present abundant supply of paper and paperboard, Mr. Fitzhugh stated.

Head of British propaganda offers information on cosmetic practice

Hon. Harold B. Butler, British Minister in charge of propaganda, invites any member of the toiletries and cosmetic industry and allied industries to write him for information about war practices and performances in Britain of similar industries. The embassy has considerable useful data and interesting information. Address Mr. Butler at the British Embassy, Washington, D. C.

Patent law with new features likely to be enacted

Apparently the new patent law, sponsored by Assistant Attorney General Thurman Arnold, will be enacted. It provides that no infringement action may proceed unless a copy of the pleadings are served upon the Attorney General, who may intervene. It also provides that any patent used to limit the supply of any article by declining licenses is illegal, and when a judgment finds a patent is used in that manner the adjudication automatically makes the patent void. If the Attorney General has been advised fully of any negotiation over the use of patents there may be no criminal penalty for misuse.

The law also will impose the obligation that all patents must be assigned in writing, and that all licenses must be transmitted in writing, and that a copy must be filed with the Attorney General.

Lewis Bernstein gets OPA approval to control price cutters

To protect retailers who operate under fair trade contracts from the manifestly unjust competition of cut rate retailers whose lower prices were frozen by the OPA order fixing ceiling prices, Lewis G. Bernstein, New York, N. Y., attorney for a number of the larger toilet goods

houses asked the Office of Price Administration to issue a regulation to the effect that the fair trade price should prevail.

Mr. Bernstein also suggested that instead of permitting a price cutting retailer to petition to have his prices raised the manufacturer or trade-mark owner should petition OPA for that purpose and that even competing retailers should be given that privilege.

In a letter to Leon Henderson, Mr. Bernstein pointed out that certain price cutting retailers sold in March, for example, a dollar item for 89 cents while under fair trade the established price was \$1 as set by the manufacturer. Under the OPA freeze order the price cutting retailer must sell this item for no more than 89 cents even though the fair trade price is one dollar at which price it is sold in most stores.

A subsequent statement issued by David Ginsburg, general counsel of OPA, points out that it is not the view of OPA in cases in which there has been substantially uniform observance within the community of the state fair trade price that the General Maximum Price Regulation authorizes a seller to sell below that price. Where the price established by fair trade contract has been generally observed during March and the violations represent the abnormal situation, enforcement of the fair trade contract would not be regarded by OPA as substantially interfering with the purpose of the General Maximum Price Regulation. In such cases if a retailer is enjoined by a state court from selling at the maximum price authorized by the General Maximum Price Regulation he may apply to OPA for an adjustment of that maximum price.

Alfred D. McKelvy Co. to move to New York City Sept. 1

Alfred D. McKelvy Co., maker of the Seaforth line for men, is moving its offices to 10 Rockefeller Plaza, New York, N. Y., effective Sept. 1. Manufacturing facilities also will be transferred to New York from Minneapolis, Minn., where the firm has had headquarters during its two and a half years of existence.

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For over fifty years, SYNFLEUR SCIENTIFIC LABORATORIES have been working on the development of American Aromatics. Not only did SYNFLEUR contribute greatly to the recognition of Synthesis as a vital factor in perfumery manufacture, but our research in this field has helped countless manufacturers to overcome their problems with aromatic chemicals.

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HAVANA, CUBA

U.S.I.'s Chicago office moves to new quarters

The Chicago sales office of U. S. Industrial Chemicals, Inc., is now located in new and more convenient quarters at 630 South Michigan ave.

Western flavor group hear talks on priorities and price ceilings

Charles Marston, Jr., president of the Flavoring Extract Assn. of California, discussed Priorities Regulation No. 10 with its allocation symbols at a dinner meeting at Lindy's restaurant, Los Angeles, July 23. A round-table discussion followed. J. R. Brenemen of Gelatine Products Co. gave a movie in sound and color dealing with the company's capsules. Stanley Crouch of the local office of Fritzsche Brothers, Inc., was appointed chairman of a committee to study price ceiling difficulties encountered by members' firms where the merchandise handled must be imported.

Schimmel contributes samples to Oklahoma U. aromatics cabinet

Schimmel & Co., New York, N. Y., has contributed a group of 62 samples of essential oils, basic perfumes, aromatic chemicals and flavors to the school of pharmacy, University of Oklahoma. The aromatics cabinet established at the university by Dr. Ralph Bienfang, professor of Pharmacognosy, is said to contain one of the largest collections of aromatics in the Southwest. Some of the Schimmel items include dill weed oil, oil of lavender imitation, purple carnation, red clover, mimosa, sweet pea, chypre, ambergris artificial, beeswax perfume and paint deodorant.

Recently a group of vials and small bottles were donated to Dr. Bienfang's department by Glass Industries, Inc., New York, N. Y.

Relief granted on abnormally low prices on deals

Retailers, wholesalers and manufacturers whose prices were abnormally low throughout March as the result of special merchandising "deals" or temporary price reductions have been granted relief by the Office of Price Administration through an amendment to the general freeze order.

The amendment provides relief under the following conditions:

1. Any seller, other than a retailer, whose maximum price for a commodity is based on a special "deal" or other price reduction limited to four months, may raise his maximum to the highest price at which he delivered the commodity during the 30 days immediately preceding the temporary reduction.

2. A retailer whose maximum price for a commodity is reduced as a result

of a special "deal" which his supplier made available to him may raise his maximum to the highest price at which he delivered the commodity during the 30 days immediately preceding the temporary reduction.

A retailer who made a temporary price cut on any product in the absence of a special offer from his supplier may apply to OPA for adjustment of his maximum price if his ceiling is abnormally low in relation to his competitors and causes him substantial hardship.

Types of "deals" covered by the amendment include free merchandise offers, combination sales at cut prices, one-cent sales, and special discounts designed to stimulate business during slack seasons. The amendment also requires sellers to report to the nearest OPA regional office within 10 days any adjustments made.

As an example of how the amendment will aid hard-hit manufacturers, take the hypothetical case of a national advertiser of sun tan lotion who made deliveries to retail stores in February at a net price of \$2.80 per case. In March and April, to promote early-season sales, he made all deliveries at a 15 per cent discount, announcing in his price lists that the discount would end April 30.

Until the new amendment was issued, this stricken manufacturer was forced to continue the 15 per cent discount which was in effect during the base period. Now he is permitted to go back to his regular price of \$2.80 per case, because the offer was temporary in nature.

Manufacturers taking advantage of the amendment must be able to prove the temporary (defined as meaning 123 days or less) character of their merchandising offers. Retailers who obtained goods at reduced prices through such offers must sell all supplies obtained at the lower price at the special figure, but can restore prices to their former level when cut-rate stocks are unloaded and replaced by those bought at the higher price.

Davis Factor of WPB explains L-171 to California Cosmetic Assn.

At a special luncheon-meeting July 23 of the California Cosmetic Assn., at Mike Lyman's Hollywood restaurant, Hollywood, Davis Factor of Max Factor & Co. discussed the War Production Board's L-171 Order, and also presided in the absence of both President Sally Hansen and Vice-President J. B. Nethercutt. There was an excellent attendance. Mr. Factor, who is on the Cosmetic Advisory Committee of WPB, consequently spoke as both a representative of the government and the cosmetic industry, told his hearers that the

industry should do everything possible to cooperate with the authorities, pointing out that theirs is not one of the vital war industries. The address was followed by a round-table discussion during which questions were asked of Mr. Factor. The attitude of those who spoke was that we are in the war and that everyone must cooperate as far as possible with those who are directing the nation's efforts.

FWDA defers convention for business session in New York

The 27th annual convention of the Federal Wholesale Druggists' Assn., originally planned to be held in Hot Springs, W. Va., in September, 1942, has been deferred. In its place, there will be conducted a strictly business session in New York, N. Y., at the Hotel Biltmore on Sept. 24 and 25. This move has been made in conformity with the request made by Joseph B. Eastman, Director of Defense Transportation, that all conventions be skeletonized and kept on a strictly business basis during wartime.

Sixty attend Boston BIMS golf tournament and party

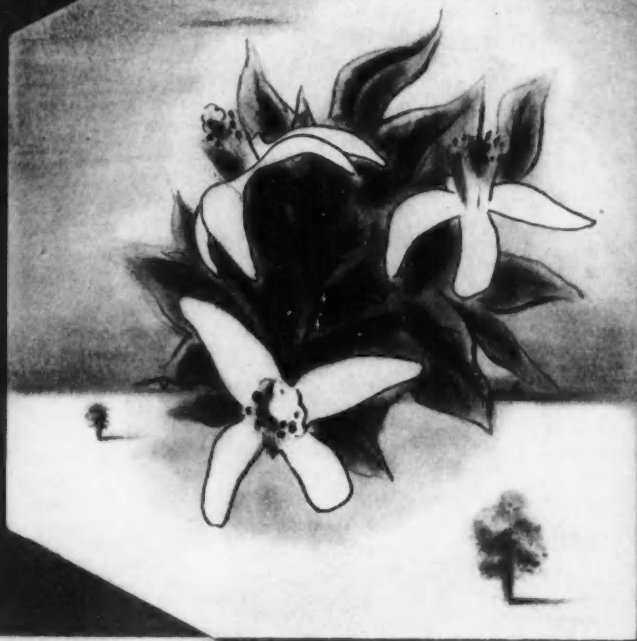
Sixty members and guests of the BIMS of Boston attended the first golf tournament and party at the Commonwealth Country Club, Newton, Mass., July 9. The grand door prize was won by Hart Harris. Other prizes went to the following: low gross, Bob Marsh; low net, Bob Carney; kickers, Cliff Roper. "Bunny" Williams, Herb Farrier and Roy Schaberg; guest, Bud Quadling. The next tournament will be held August 20, at Woodland Country Club, Newton, Mass. Arrangements are under the direction of Bob Kelly.

Tube collection in Canada falls short of board's expectation

The system announced recently by the Wartime Prices and Trade Board for collecting used collapsible metal tubes, is not yielding the volume of salvage "which might reasonably be expected," according to board officials. Retail drug stores are the key point for local collections under the salvage plan launched by the board but it was stated that some druggists report returns fewer than 25 per cent of sales.

"It may be that the public is not sufficiently impressed with the importance of this salvage enterprise, but the fact is that collapsible metal tubes provide a valuable source of tin, greatly needed by war industries," the board said. "In any case, it now is illegal for anyone to throw away or destroy a used collapsible metal tube, or keep it in possession longer than reasonably necessary for delivery as salvage."

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ORANGE PETALS ... SUPERB QUALITY ... IMPELLING RICHNESS AND LASTING
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La Maison Products, Inc., changes its name to The Penetone Corp.

La Maison Products, Inc., Brooklyn, N. Y., has announced the change of its name to The Penetone Corp. The change of name involves no other changes of any kind, it is stated.

Mem, Inc., announces removal of offices to larger quarters

Mem, Inc. announces the removal of its offices and plant to 67-69 Irving Place, New York, N. Y. The rapidly growing business of the firm necessitated larger quarters, states the announcement.

National hairdressers association trade show in Chicago Sept. 21-24

Wartime problems facing the beauty industry will be the chief topic when the National Hairdressers and Cosmetologists Assn. meets for its 22nd annual convention and trade show, at the Hotel Sherman, Chicago, Ill., September 21-24. The daily educational programs being planned are designed to prove a definite aid to persons seeking an answer to beauty shop problems confronting the industry today, according to Miss Edna L. Emme, president of the association.

Places of Canadian salesmen's meetings August 15 announced

Places for salesmen's meetings to be held throughout Canada on August 15 have been announced. In Toronto and Ottawa the meetings will be held under the auspices of the T.G.M.A., and in Montreal under the direction of the Quebec Drug Salesmen's association. In other cities the meetings will be held in the offices of wholesalers, as follows: Vancouver, B. C. Drugs Limited; Calgary and Edmonton, Alberta-National Drug Co., Ltd.; Saskatoon, Regina and Winnipeg, National Drugs Ltd.; London, National Drug and Chemical Co. Ltd.; St. John, Halifax and Sydney, National-Canadian Drugs Ltd.

Sharpest slump in volume of soap sales since 1935

The sharpest slump in the volume of soap sales since the soap sales census of the Association of American Soap & Glycerine Producers, Inc., began is shown for the period ending June 30.

In the three months ending June 30, the sales of soap in pounds, not including liquid soap which is measured in gallons, totaled for 67 manufacturers whose reports make comparisons possible, 601,801,810 pounds. This compares with 896 million pounds in the first three months of 1942, and is a drop of 32.8 per cent. It compares with 890 million pounds in the second quarter of

1941, a drop of 32.4 per cent. It is 4.8 less than the "average" quarter in the five years 1935 through 1939.

Sales of soap for the half year were also down. In the six months ending June 30, pounds of soap, other than liquid, sold by the same 67 manufacturers totaled 1,497,825,095 pounds. This was 12.4 per cent less than in the first six months of 1941, though it was 4.1 per cent more than in the second six months of 1941.

Sharing in the second quarter slump was every classification of soap. Classifications under which reports are gathered include bar soaps, toilet and laundry; chips and flakes; granulated, powdered, and sprayed soaps; washing powder; and specialties such as hand pastes, shaving soaps and creams, textile soaps, potash soaps, liquid soaps, packaged soap shampoos, soap stock, and miscellaneous. Each of these classifications showed a reduced volume of sales in the second as compared with the first quarter of the year.

In dollars, aggregate soap sales in the second quarter made by 74 manufacturers whose reports make comparisons possible, totaled \$76,304,066. This compares with \$107,398,757 reported by the same manufacturers for the first quarter, or a drop of 29 per cent. However, the total for these manufacturers for the six months, which is \$183,702,823, is 8.1 per cent ahead of the first six months of 1941.

Price ceiling placed on extracted honey

OPA has placed extracted honey under Price Ceiling regulation, leaving comb honey unregulated. OPA also has warned merchandisers of cocoa beans and cocoa butter that it will vigorously prosecute those who violate the special Price Schedule No. 51.

Allowances, demonstrators and P.M.'s need not be continued

Manufacturers who, during March, 1942, granted advertising allowances, cooperative or otherwise, to customers need not continue those allowances under the General Maximum Price Regulation according to David Cobb, as-

sistant general counsel, O.P.A. The same principle applies to demonstrators, hidden or otherwise, and P.M.'s

Mr. Cobb states in part: "You ask whether a manufacturer who granted advertising allowances (co-operative or non-cooperative) to certain of his customers during March is required to do so as long as price ceilings are in effect. You also ask whether a manufacturer who placed demonstrators in a retail store or gave P.M.'s during March is required to continue to do so as long as price ceilings are in effect.

"The answer to these questions is in the negative. Advertising allowances granted by a seller for promotional services rendered by a buyer are not frozen by the General Maximum Price Regulation and are not to be considered as an element in the price at which goods were delivered during March. The seller is, therefore, not required to continue to grant the advertising allowances customarily granted by him to different purchasers or classes of purchasers. If, however, allowances even though designated as 'advertising allowances,' actually constituted a reduction in the price of merchandise and were granted by the seller without regard to promotional services to be rendered by the buyer, the seller is required to treat such allowances in the same way as his other customary allowances, discounts and price differentials prevailing in March."

National Can's new Chicago plant now supplies cannery

Construction of National Can Corp.'s new Chicago plant has been completed recently. Latest link in the company's expanding chain of modern manufacturing plants, the new unit has been supplying cannery with sanitary cans for more than 60 days.

The plant is located in Chicago's "clearing district" at 6000 West 51st St. It is removed from local traffic centers, but is strategically accessible to all the main highways and railroads which serve the nation's great food-growing region.



Chicago's west side has a new National Can unit, in operation now for more than two months



**OIL
BERGAMOT
ARTIFICIAL
EXTRA**

Synthesis of the Natural Oil of Bergamot to a very high degree of perfection not easily matched. Has the same chemical specifications as required by the National Formulary for Oil of Bergamot.

Samples and prices gladly furnished on request.

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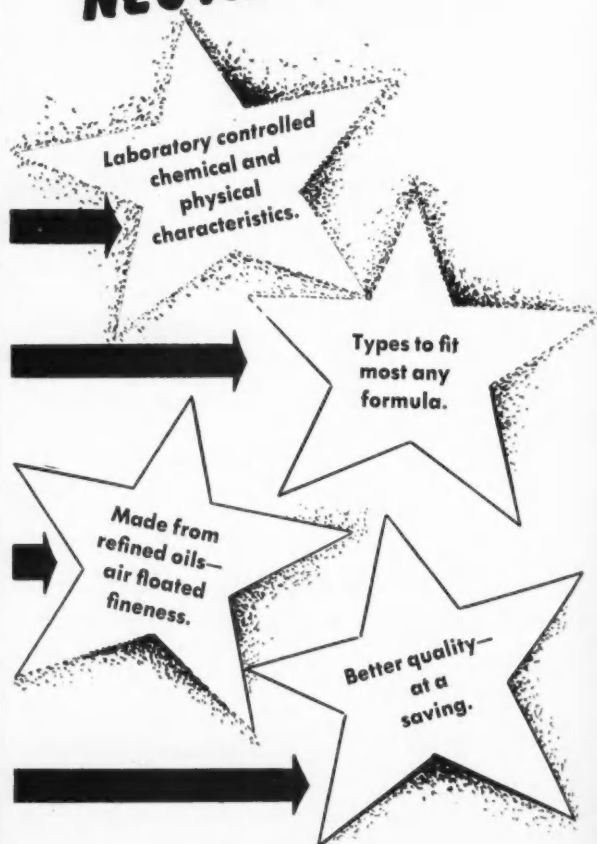
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CONCENTRATED SHAVING CREAM BASE**

JOHN POWELL & Co.
112 East 32nd Street,
New York City.

Not patriotic to make soap at home, Canadian housewives told

To many a Canadian housewife, soap making sounds like a thrifty efficient method of helping along the war effort, but the Dominion Department of Munitions and Supply does not feel that way about it. The Controller of Chemicals announces that he wants fats collected, but not for making soap at home. He would rather see it go to a central soap factory where the glycerine by-product can be collected for government munitions' work. Some recipes for home-made soap require added glycerine and these are not patriotic, so housewives are asked to curb their desire to become home soap manufacturers.

Patriotic Service Cross won by Merck's house magazine

The Merck Report, issued by Merck & Co., Inc., has been awarded the Patriotic Service Cross of the United States Flag Assn. for the best flag cover design among house magazines. The winning cover was on the July issue. *The Merck Report* has a distribution of 75,000 copies and is edited by Douglas Wakefield Coutlee.

California association discusses growing of essential oil plants

The growing of drug and essential oil plants in California was one of the featured subjects at the annual convention in San Francisco, June 21-24, of the California Pharmaceutical Assn. Frank E. Mortenson, executive secretary of the Southern California Retail Druggists' Assn. and a member of a committee of two appointed some months ago to urge state officials to lend active support to the program, gave a paper on the subject in which he indicated that the movement was progressing. The 1943 gathering will be held in one of the Southern California cities, the exact place to be decided upon later. Walter Stoner was elected president.

Uniform price policies of chain stores approved by OPA

OPA has ruled that chain stores with uniform price policies may continue the policy in setting price ceilings. The ruling applies to two or more stores under the same direction. OPA also ruled that storekeepers, wholesalers and manufacturers who had abnormally low prices throughout March as a result of special merchandising deals may immediately adjust their prices to ceilings prevailing before the special sales. The ruling is expected to apply particularly to drug stores and similar shops. The ruling reads: "Any seller, other than a retailer, whose maximum price for a commodity is based on a special deal

or other price reduction limited to four months, may raise his maximum to the highest price at which he delivered the commodity during the 30 days immediately preceding the temporary reduction. A retailer whose maximum price is reduced as a result of a special deal which his supplier made available to him may raise his maximum to the highest price at which he delivered the commodity during the 30 days immediately preceding the temporary reduction." OPA also announced that hereafter merchant exporters may use their domestic sales price as their export ceiling.

Idaho retailers ask right to bargain collectively for goods

At their annual convention in Pocatello, the Idaho Pharmaceutical Assn. passed a resolution calling upon Congress to enact legislation permitting retailers to bargain collectively for goods to be resold in their stores. The resolution said that one person owning 1,000 stores may bargain for goods for all those stores, but 1,000 owners of 1,000 stores may not so bargain without incurring the penalties of the law. The pharmacists wanted retail druggists to have the same collective bargaining rights that are enjoyed by farmers and labor. J. P. Scott, Lewiston, was elected president and J. J. Lynch, Boise, was re-elected secretary.

Cosmetics now separate course at University of Southern California

Cosmetics at the College of Pharmacy, University of Southern California, Los Angeles, heretofore a part of the pharmacy course, now are to be treated as a separate course, according to Dean Alvah G. Hall of the College in a statement made recently, who said that the importance of cosmetics makes a separate subject necessary.

New York Bims hold golf party at Plandome club

The BIMS of New York plus several guests took part in the July golf tournament at the Plandome Golf Club, Plandome, N. Y., July 28. About 80 were present. According to the final score sheet of Martin Schultes, chairman of the BIMS, Richard R. Powell was winner of the first prize, closely followed by Ed A. Bush, son of a rather nifty golfer of a few years back, B. T. Bush.

Other prize winners included Paul Miller, David J. Stewart, Jr., James McInnes, Dexter Neal, Ross A. White, John Rau, Joseph V. Gartlan, Walter B. Smith, F. H. Sloan, William E. Terry, Walter L. Fretz, Sewell H. Corkran, A. M. Dinkler, Carl C. Roth and Frank A. Nicholson.

Obituaries

Capt. Horace C. Balsley

Captain Horace C. Balsley, manager of the Merle Norman Cosmetic Studios, Santa Monica, Calif., died at his home July 23 at the age of 47. A hero of World War No. 1, Capt. Balsley was one of the two surviving founders of the war's famous Lafayette Escadrille and was seriously wounded when his plane was shot down in a flight over enemy lines. He was a past-president of the California Cosmetic Assn.

Richard E. LaBarre

Richard E. LaBarre, president of the Oxzyn Co. for 25 years, died recently at his home in Brooklyn, N. Y. Mr. LaBarre retired from the business in 1928 and was subsequently interested in the organization of the Plaza Trust Co. which was absorbed by a merger and subsequently liquidated in the early years of the depression. Mr. LaBarre is survived by his widow and a son, Lauren B. LaBarre.

Arthur Nelson

Arthur Nelson, of the Western Wholesale division, Los Angeles, of McKesson & Robbins, Inc., who had been identified with that division since its establishment in 1901, died the middle of July at the age of 65. He was one of the best known and most popular wholesale drug men in Southern California.

Edward A. Talbot

Edward A. Talbot, formerly chief house executive of the Western Wholesale division, Los Angeles, of McKesson & Robbins, Inc., died in June at the age of 68. He had been in ill health for some time and retired two years ago.

R. H. Ritchie

R. H. Ritchie, chairman of the board of directors of W. C. Ritchie and Co., Chicago, Ill., died July 31 at St. Luke's Hospital. He was 69 years of age. The sole survivor is his widow. Mr. Ritchie had been affiliated with the company founded by his father for 50 years, serving as president or chairman for the past 25 years. Until the latter part of 1940, when illness made it necessary to drop his active interest in business affairs, Mr. Ritchie had also served as a member of the advisory board of Liberty Mutual Insurance Co.

During the past year, active management of the Ritchie Co. has been in the hands of J. H. Cromes, affiliated with the company since 1920. He was made president in February of this year. Other officials of the company are: George S. Denning, vice-president in charge of sales; A. S. Daniel, treasurer; T. H. Tredwell, secretary.

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B-W Lanolin the superior quality, puts into your cream that which gives the skin that smooth soft velvety feeling.

B-W Lanolin will never cause your cream to darken, is best by test and contains over 15% free and combined Cholesterol.

No other base used in your cream, equals the merits of B-W Lanolin.

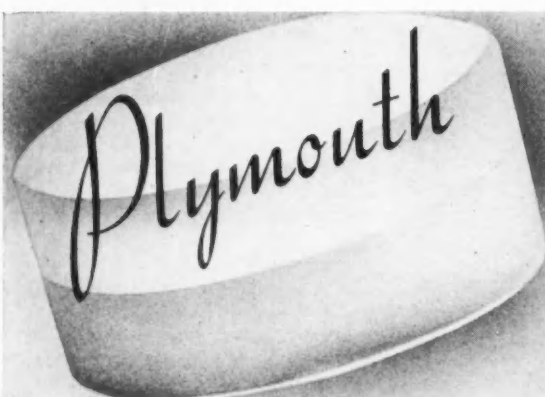
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Its exceptional silky, soft, smoothness, the complete absence of odor and the extremely fine particle size of it, plus its extraordinary adhesiveness actually improves a face powder in which it is used. As little as 5% added to your formula will bring about this result although it is being used in some face powder to the extent of 15% and a formula is offered showing its use in this percentage.

Samples are at your disposal and we believe that this is one of the Plymouth products which warrants a serious investigation by every face powder manufacturer because it has real merit and will improve your product.

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Restrictions Retard Market

TRADER in most raw materials remained exceptionally quiet over the past month and signs of uneasiness were evident as suppliers appeared to be more anxious to move merchandise.

Those who were inclined to weigh the long term outlook, however, seemed to take on a firmer view of the situation. The future in some articles is regarded as exceedingly firm but it is not likely that a squeeze or a shortage will be felt for at least several months. Shut off from the great majority of foreign markets on which dealers and importers depend for supplies, and because of increased sinkings, official import restrictions and exceedingly high war risk rates, the trade is wholly dependent on stocks existing in the country at the present time.

SHIPPING SITUATION WORSE

The shipping situation in the western Atlantic area has grown worse. War risk insurance rates have advanced further and there were reports about the trade to the effect that nearly all of the shipping space available in the near future will be allocated to essential war materials. This, it is believed, will affect both import and export trade. Congestion of rail freight has been increasing, especially in the New Orleans area.

The future concerning a number of Spanish products such as thyme, cade, spike lavender and rosemary is regarded as serious because of reports to the effect that Portuguese vessels are no longer coming to New York and that those destined for Baltimore are not to be allowed to carry any material other than that of Portuguese origin.

Buyers in virtually all consuming lines ignored reports of developments that might later cause great difficulty in covering requirements of various

basic materials. Relieved of the immediate danger of rising markets because of ceilings, buyers were inclined to mark time. Many of them were largely concerned with their own problems. Regulations and restrictions affecting their own products served to retard activity in most wholesale markets. On the other hand OPA pronouncements have failed to add a pound to existing inventories of those houses supplying merchandise.

Demand for citrus oils proved disappointing throughout the period under review. Dealers attributed the decline in sales as compared with those a year ago to the sugar rationing program as well as other restrictions. There was also some talk in Washington of restricting truck deliveries of beverages and other non-essentials in order to conserve rubber and gasoline.

RUSSIAN CORIANDER EXPECTED

Quotations on oil lemongrass displayed an easier trend owing to fair size arrivals but in view of the latest turn of events in the war it is difficult to say whether further replacements will be possible. Cinnamon continued to display considerable strength. There is an excellent chance of some Russian coriander reaching here.

Several aromatic chemicals were available at more favorable prices to consumers. Makers pointed to some inquiry in the market but buying was generally restricted. A development of interest was the announcement of Limitations Order L-171 by the War Production Board covering the manufacture of toiletries and cosmetics.

There has been a slight easing in the position of the alcohol market, according to reports about the trade. There was material to be had outside of the merchandise being taken by the govern-

ment for military purposes. Buyers with the proper ratings had little difficulty in getting deliveries. With major consuming outlets closed by the war, the acetone market was reported as weak. Some lots in the hands of speculative interests were pressing for sale.

Consumption of alkalis, phosphates, potash salts and several other articles in the industrial chemical market continued at a reduced level with fairly good size parcels that originally had been earmarked for export pressing for sale in the outside market.

A fair size quantity of gum Arabic arrived here last month and because of a narrow buying movement the undertone of the market turned easier. Trade factors are of the opinion that the market eventually will do better since future shipments will become more difficult. Because of the recent high rate of sinkings, present stocks may have to take care of the consuming trades' requirements for a long time. Approximately 5,000 bags of gum tragacanth arrived here from India early last month but of interest was the fact that shipments on three different other vessels were lost. The amount lost, it was pointed out, ran into a considerable tonnage.

VANILLA BEAN CEILING LIKELY

Executives in the vanilla bean trade were called to Washington on July 28 to discuss prices, the present amount of stocks on hand in the United States and the possibilities of securing further shipments. The meeting, it is understood, was called primarily for the purpose of establishing ceiling prices on beans, and some in the trade are of the opinion that OPA will take some definite action along this line within a few weeks. Mexico remains about the only major source of beans at the present time. There are some Tahiti beans available in the market but because of shipping conditions the outlook concerning future supplies is regarded as highly uncertain.

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save PACKAGING headaches . . .

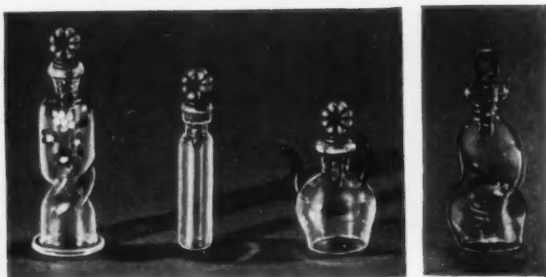
because they are made from top to bottom of non-essential materials . . .

save DELIVERY headaches . . .

because our large and varied stock makes prompt deliveries possible . . .

save SALES headaches . . .

because they are original, attractive, inexpensive and popular, because their varied designs and shapes work wonders at the point of sale.



CHOOSE YOUR OWN! They range from the smallest vial in the world through ½ dram, 1 dram and 2 dram sizes to ½ ounce bottles—in every shape and design, with unbreakable screw stoppers, also flower decorations. They can be made to order at short notice in any size or style. *Why not write? We'll gladly give you more information.*

Glass Industries, Inc.

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For future assurance of suitable perfumes

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CONFIDENCE in the future is not wishful thinking.

It means faith in the resourcefulness of American business, faith in the essential public need for the products of this industry.

Our own confidence in the future inspired us to move to much larger quarters, where we would have greater facilities for research to meet the challenging problems

which face the perfumery and cosmetic manufacturer today.

These expanded facilities and the collaboration we have received from Tombarel Freres of Grasse, France, place us in a very favorable position to render resultful service to perfumers and cosmetic manufacturers who find it necessary to make adjustments to meet changing conditions. *We cordially invite your inquiries.*

TOMBAREL PRODUCTS CORPORATION

NEW YORK, N. Y., 12 EAST 22ND STREET

L. J. ZOLLINGER, PRESIDENT

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit, per lb.	5.00@	5.25
S. P. A.	5.25@	7.00
Sweet True	2.30@	2.50
Apricot Kernel	.45@	.48
Amber, rectified	1.35	Nom'l
Angelica Root	150.00	Nom'l
Anise, U. S. P.	3.30@	3.60
Imitation	2.00@	2.10
Aspic (spike), Span.	4.10@	5.25
Avocado	.95@	1.00
Bay	1.60@	1.75
Bergamot	30.00	Nom'l
Brazilian	10.00@	
Artificial	4.00@	9.25
Birch, sweet	2.40@	4.25
Birchtar, crude	2.00@	2.25
Birchtar, rectified	3.00@	3.50
Bois de Rose	5.00@	5.75
Cade, U. S. P.	1.25@	1.35
Cajeput	2.30@	3.00
Calamus	20.00	Nom'l
Camphor, "white," dom.	.30@	.35
Cananga, Java native	17.00@	18.00
Rectified	19.00@	20.00
Caraway	15.00@	17.50
Cardamon	35.00@	38.00
Cassia, rectified, U. S. P.	10.75@	11.00
Cedar leaf	1.25@	1.30
U. S. P.	1.50@	1.65
Cedar wood	.75@	.85
Celery	35.00@	40.00
Chamomile	150.00	Nom'l
Cinnamon	10.50@	32.00
Citronella, Ceylon	1.35@	1.40
Java	2.25@	3.00
Cloves, Zanzibar	1.75@	2.50
Copaiba	.85@	.90
Coriander	33.00@	35.00
Imitation	8.00@	14.00
Croton	3.00@	3.75
Cubebs	4.75@	5.25
Cumin	8.00@	11.00
Dillseed	7.50	Nom'l
Erigeron	2.15@	2.50
Eucalyptus	.99@	1.06
Fennel, sweet	4.00@	4.50
Geranium, Rose, Algerian	16.50@	17.50
Bourbon	20.00@	25.00
Turkish	5.50@	5.75
Ginger	20.00@	22.00
Guaiac (Wood)	5.25@	7.00
Hemlock	1.40@	1.55
Substitute	.55@	.60
Juniper Berries	12.00@	18.00
Juniper Wood, imitation	.75@	.80
Laurel	5.00	Nom'l
Lavandin	8.00@	8.50
Lavender, French	10.00@	12.00
Lemon, Calif.	3.20@	3.25
Lemongrass	3.00@	3.85
Limes, distilled	10.50@	12.50
Expressed	15.00@	17.50
Linaloe	4.00@	4.25
Lavage	95.00	Nom'l
Marjoram	6.00@	7.25
Neroli, Bigarde, P.	340.00	Nom'l
Petal, extra	325.00	Nom'l
Olibanum	5.00@	5.75
Opopanax	25.00	Nom'l
Orange, bitter	5.50@	6.00
Brazilian	2.50@	2.75
Calif. exp.	2.30@	3.25
Orris Root, con. (oz.)	19.25	Nom'l
Artificial	36.00@	40.00
Orris Root, abs. (oz.)	100.00	Nom'l
Pennyroyal, Amer.	2.65@	2.80
European	2.50@	3.00
Peppermint, natural	5.50@	5.75
Redistilled	6.00@	6.25
Petitgrain	1.90@	2.25

Pimento	4.00@	8.00
Pinus Sylvestris	4.25@	5.00
Pumillonis	4.25@	4.80
Rose, Bulgaria (oz.)	20.00@	28.00
Synthetic, lb.	45.00@	55.00
Rosemary, Spanish	1.75@	3.00
Sage	8.25@	9.00
Sage, Clary	45.00	Nom'l
Sandalwood, East India	6.00@	6.75
Sassafras, natural	2.00@	2.15
Artificial	2.00@	2.25
Snake root	10.00@	12.75
Spearmint	3.25@	3.50
Thyme, red	2.75@	4.00
White	3.25@	5.00
Valerian	30.00	Nom'l
Vetivert, Java	45.00@	50.00
Wintergreen	5.25@	8.50
Wormseed	3.00@	3.10
Ylang Ylang, Manila	38.00	Nom'l

TERPENELESS OILS

Bay	2.75@	2.80
Bergamot	49.00	Nom'l
Grapefruit	65.00@	
Lavender	20.00	Nom'l
Lemon	40.00@	45.00
Lime, ex.	140.00@	160.00
Distilled	87.00@	90.00
Orange, sweet	195.00@	200.00
Peppermint	11.50@	14.00
Petitgrain	3.85@	4.00
Spearmint	5.00@	6.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.90@	2.75
Acetophenone	1.90@	2.00
Alcohol C 8	7.50@	10.00
C 9	14.00@	18.00
C 10	7.75@	12.00
C 11	11.50@	15.00
C 12	7.20@	8.50
Aldehyde C 8	22.50@	28.00
C 9	30.00@	32.00
C 10	24.00@	25.50
C 11	22.00@	26.00
C 12	30.00@	35.00
C 14 (so called)	10.00	Nom'l
C 16 (so called)	8.25@	9.00
Amyl Acetate	.50@	.75
Amyl Butyrate	.90@	1.10
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	3.50	Nom'l
Amyl Formate	1.00@	1.75
Amyl Phenyl Acetate	3.00	Nom'l
Amyl Salicylate	1.25@	1.40
Amyl Valerate	2.00@	2.10
Anethol	3.35@	3.50
Anisic Aldehyde	3.85@	4.00
Benzophenone	1.15@	1.30
Benzyl Acetate	.75@	1.50
Benzyl Alcohol	.80@	1.00
Benzyl Benzoate	1.10@	1.50
Benzyl Butyrate	3.25	Nom'l
Benzyl Cinnamate	6.50	Nom'l
Benzyl Formate	3.75@	4.00
Benzyl-Iso-eugenol	10.25@	11.25
Benzylidenacetone	2.25@	3.40
Borneol	1.80	2.20
Bornyl Acetate	2.00	Nom'l
Bromstrol	5.00	Nom'l
Butyl Acetate	.11@	.14 1/2
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	5.00@	6.50
Cinnamic Aldehyde	1.65@	1.75
Cinnamyl Acetate	10.40	Nom'l
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	10.00@	13.00
Citral, C. P.	7.00@	7.50
Citronellol	6.25@	8.00
Citronellyl Acetate	4.00@	5.10

Coumarin	3.00@	3.50
Cuminic Aldehyde	8.00@	11.25
Diethylphthalate	.24@	.33
Dimethyl Anthranilate	4.55@	5.00
Ethyl Acetate	.25@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	.90@	1.15
Ethyl Butyrate	.75@	.90
Ethyl Cinnamate	3.60@	3.80
Ethyl Formate	.60@	1.00
Ethyl Propionate	.80@	1.00
Ethyl Salicylate	.90@	1.00
Ethyl Vanillin	6.05@	6.80
Eucalyptol	2.50@	2.85
Eugenol	3.25@	3.50
Geraniol, dom.	3.00@	5.25
Geranyl Acetate	3.50@	4.00
Geranyl Butyrate	4.00@	5.75
Geranyl Formate	4.25@	6.25
Heliotropin, dom.	6.50@	9.00
Hydrotopic Aldehyde	15.00@	20.00
Hydroxycitronellal	10.50@	12.00
Indol, C. P.	30.00@	35.00
Iso-borneol	1.10@	2.00
Iso-butyl Acetate	1.25@	2.00
Iso-butyl Benzoate	2.50@	2.75
Iso-butyl Salicylate	2.70@	5.00
Iso-eugenol	3.30@	4.00
Iso-safrol	2.65@	3.00
Linalool	8.50	Nom'l
Linalyl Acetate 90%	7.25@	11.00
Linalyl Anthranilate	15.00	
Linalyl Benzoate	10.50	
Linalyl Formate	9.00@	12.00
Menthyl, Japan	13.50@	14.00
Chinese	13.50@	14.00
Synthetic	12.00	Nom'l
Methyl Acetophenone	1.60@	2.00
Methyl Anthranilate	2.75@	2.80
Methyl Benzoate	.70@	1.10
Methyl Cellulose, f.o.b. ship-		
ping point	.60	Nom'l
Methyl Cinnamate	3.50@	4.00
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	3.25@	
Methyl Heptene Carbonate	45.00	Nom'l
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	24.00@	30.00
Methyl Paracresol	2.50	Nom'l
Methyl Phenylacetate	3.75@	4.00
Methyl Salicylate	.35@	.38
Musk Ambrette	6.00@	9.50
Ketone	6.00@	10.50
Xylene	2.25@	3.25
Neroline (ethyl ester)	2.00@	
Paracresol Acetate	2.50	Nom'l
Paracresol Methyl Ether	2.60@	3.50
Paracresol Phenyl-acetate	6.50@	8.50
Phenylacetaldehyde 50%	2.75@	3.50
100%	4.50	Nom'l
Phenylacetic Acid	2.00	Nom'l
Phenylethyl Acetate	3.00@	5.00
Phenylethyl Alcohol	2.50@	3.00
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	6.50@	10.00
Phenylethyl Propionate	5.00@	6.50
Phenyl Formate	12.50@	18.00
Phenyl Valerianate	16.00@	17.50
Phenylpropyl Acet.	10.00	Nom'l
Santalyl Acetate	20.00@	22.50
Skatol, C. P. (oz.)	5.35@	6.00
Styralyl Acetate	2.50@	3.00
Styralyl Alcohol	9.25@	12.00
Terpineol, C. P.	.30@	.32
Terpinyl Acetate	.97@	1.20
Thymene	.45@	
Thymol	2.25@	3.75
Vanillin (clove oil)	2.60	Nom'l
(quaiacal)	2.35	Nom'l
Lignin	2.35	Nom'l

(Continued on page 71)



A friend in need...

In the past it used to be easy and pleasant to help our friends. Their problems were ours and solving them was a matter of daily routine.

Today it's different. There are many more problems and far fewer solutions. That's why it's even more pleasant to help and that's why we are particularly proud of the confidence of our regular customers: it isn't too often yet that we have to say "NO"!

Gerard J. Danco

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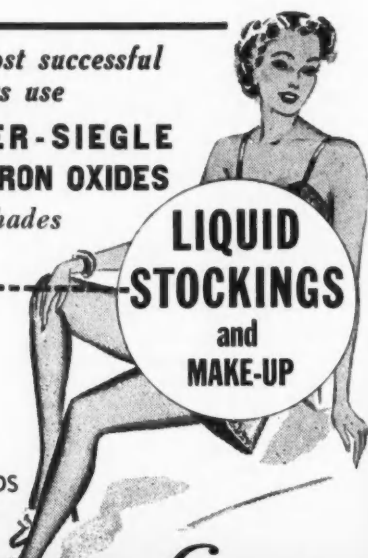
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Spermaceti Yellow Beeswax
Composition Waxes Red Oil Hydrotreated
Stearic Acid

(Continued from p. 69)

Vetivert Acetate	25.00	Nom'l
Violet Ketone Alpha	18.00	Nom'l
Beta	15.00	Nom'l
Methyl	6.50	Nom'l
Yara Yara (methyl ester)	2.00@	2.25

BEANS

Angostura	2.50@	3.00
Tanka Beans, Surinam	.70@	.95
Vanilla Beans		
Mexican, whole	16.00@	17.00
Mexican, cut	15.00@	16.00
Bourbon, whole	12.75@	13.00
South American	14.00	Nom'l
Tahiti	6.75@	7.15

SUNDRIES AND DRUGS

Acetone	.08 1/2@	.15 1/2
Almond meal	.25@	.27
Ambergris, ounce	17.00@	20.00
Balsam, Copaiba	.44@	.52
Peru	1.25@	1.35
Beeswax, bleached, pure		
U. S. P.	.61@	.63
Yellow, refined	.59@	.60
Bismuth, sub-nitrate	1.20@	1.22
Borax, crystals, carlot ton	55.50@	58.00
Boric Acid, U. S. P., cwt.	6.95@	7.55
Calamine	.18@	.20
Calcium, phosphate	.08@	.08 3/4
Phosphate, tri-basic	.09@	.10
Camphor, domestic	.71@	.84
Castoreum	13.00@	26.00
Cetyl Alcohol	1.75	Nom'l
Pure	2.25	Nom'l

Chalk, precip.	.03 1/2@	.06 1/2
Cherry Laurel Water, carboy	5.75@	6.25
Citric Acid	.21	Nom'l
Civet, ounce	28.00@	49.00
Clay, Colloidal	.07@	.15
Cocoa Butter, lump	.25 1/2@	.27
Cyclohexanol (Hexalin)	.30@	.50
Fuller's Earth, ton	15.00@	33.00
Glycerine, C. P., drums	.18 1/4@	.18 3/4
Gum Arabic, white	.42@	.45
Amber	.18@	.20
Gum Benzoin, Siam	4.00	4.25
Sumatra	.50@	
Gum Galbanum	1.80@	2.00
Gum Myrrh	.60@	.65
Henna, pwd.	.35@	.37
Kaolin	.05@	.07
Labdanum	3.25@	5.00
Lanolin, hydrous	.35@	.36
Anhydrous	.36@	.37
Magnesium, carbonate	.09@	.10 3/4
Stearate	.24@	.27
Musk, ounce	50.00@	55.00
Olibanum, tears	.25@	.30
Siftings	.09@	.13
Orange Flower Water, gal.	2.00@	2.50
Orris Root, powd.	2.75	Nom'l
Paraffin	.06 1/4@	.09
Peroxide	1.10@	1.75
Petrolatum, white	.06 1/4@	.08 1/2
Quince Seed	1.85@	1.90
Rice Starch	.09@	.10
Rose Leaves, red	5.45@	5.75
Rose Water, gal.	6.50@	8.00
Rosin, M. per cwt.	3.91@	
Salicylic Acid	.35@	.40
Saponin	3.00@	3.25

Silicate, 40°, drums, works,		
100 pounds	.80@	1.20
Soap, neutral, white	.20@	.25
Sodium Carb.		
58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Spermaceti	.29@	.31
Stearate Zinc	.30@	.31
Styrax	2.25@	2.50
Tartaric Acid	.64	Nom'l
Tragacanth, No. 1	4.00@	4.75
Triethanolamine	.34 1/2	Nom'l
Violet Flowers	1.75@	2.00
Zinc Oxide, U. S. P., bbls.	.25	Nom'l

OILS AND FATS

Castor No. 1, tanks	.13@	
Cocanut, Manila Grade, tanks	.0835@	
Corn, crude, Midwest mill, tanks	.12 3/4	Nom'l
Corn Oil, distilled, bbls.	.15 1/2@	
Cotton, crude, Southeast, tanks	.12 3/4@	
Grease, white	.09 1/2@	
Lard	.12 1/2@	.15
Lard Oil, common, No. 1 bbls.	.14 1/4@	
Palm, Niger, drums	.08 3/4@	
Peanut, refined, barrels	.17	Nom'l
Red Oil, distilled, tanks	.12 3/4@	
Stearic Acid		
Triple pressed	.18 3/8@	.19 7/8
Double pressed	.15 7/8@	.16 3/8
Tallow, acidless, barrels	.14 1/4@	
Tallow, N. Y. C., extra	.0971 1/4@	
Whale Oil, refined	.1070@	

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A test will prove that this natural oil FIR NEEDLES CANADA will open a new realm of possibility for the use of Refreshing Forest Fresh Pine Fragrances.

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ROBBINS PUBLICATIONS BOOK SERVICE,
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Modern Foot Preparations

(continued from p. 38) need not necessarily be alkaline. Table salt or epsom salt are excellent vehicles.

EXCESSIVE SWEATING

Alum, 10 to 15 per cent in a fine powder, dispersed in plain talc or a borated talc is the best known standby to retard sweating of feet. A Swiss army foot powder is said to consist of 10 per cent methenamine, 10 per cent boric acid in a superfatted talc base. Such a powder would be a deodorant also in cases of bromidrosis.

The high absorbent properties of precipitated chalk should not be overlooked in formulating a dusting powder for feet. Suitably compounded with astringents and counter irritants, a very serviceable powder could result.

Tannic acid as an astringent might be used, but its effect on stockings may be undesirable. Magnesia, zinc oxide and bismuth subnitrate also can be used. Zinc peroxide will have deodorizing properties in addition to drying.

LABELS

All these products are drugs and they must be so labelled. Active ingredients, suitable directions for use, and contraindications, if any, must appear along with the usual necessary information.

If you are making such a drug for the first time,

you will have to determine if it is a *new* drug and, if so, a new drug application will have to be filled with the FDA before you can manufacture for sale.

RELIEF OF SOOTHING PRODUCTS IS TEMPORARY

Relief afforded by soothing preparations is of a temporary nature and will have no effect on cause of the discomfort, whether internal or external. The product can use wording such as "soothing, cooling external application to relieve discomforts . . . etc.," or "soothing, refreshing, helps neutralize foot odors" and others of similar import.

If recommended in treatment of athletes' foot, the product must be backed up by suitable laboratory tests, with the fungi mentioned earlier as test organisms.

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NEVER before has a democracy attempted to solve an economic problem of such magnitude as to control the price of practically all commodities and services. It is a titanic job; but the job must and will be done. Prices will be stabilized. Inflation will be kept under control. The war will be won. We will accomplish these objectives, not only because our Government so requires it, and will administer this regulation firmly (also fairly), but because business in general recognizes the absolute necessity of its success and the penalty of its failure.—Robert W. Burns.

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Business Opportunities, \$1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion.
Please send check with copy. Address all communications to
THE AMERICAN PERFUMER, 9 East 38th St., New York

BUSINESS OPPORTUNITY

WANTED: 2—Dry Powder Mixers; 2—Pony Mixers; 2—Tablet Machines; 1—Filter; 3—Kettles; 2—Filling Machines. No dealers. Write Box 2353, The American Perfumer and Essential Oil Review.

FOR SALE: 1000 gross black molded caps, 10-425 finish, vynilite liners. Packed in cartons 125 gross. Sold in cartons only. Synfleur Scientific Laboratories, Inc., Monticello, New York.

U. S. Bottlers vacuum filler, 10 filling tubes, semi-automatic, complete with motor, works on free-flowing or viscous products, adjustable, fine operating condition. Haskins Type BCF capper, adjustable. Stapler (Bostitch) for wire-stitching bottles to display cards; 8 boxes staples included. Synfleur Scientific Laboratories, Inc., Monticello, New York.

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PERFUMER-CHEMIST with long laboratory and manufacturing experience both here and abroad; specialized in basic compound work for perfumes, soaps and cosmetics. Development of new formulas and readjustment of old ones to meet present-day requirements. Seeks connection. Write Box 2414, The American Perfumer and Essential Oil Review.

HELP WANTED

PERFUMER: Give detailed information as to experience, age, minimum salary desired, types of products developed and extent of chemical training. Write Box 2413, The American Perfumer and Essential Oil Review.

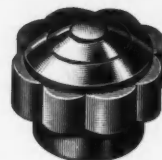
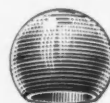
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